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Downtown Crossing

Shopper Profiles

1978 and 1980

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C 51
BC

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Downtown Crossing

Shopper Profiles

1978 and 1980

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Downtown Crossing
(CBD)
C 51
DC

1. Shopper Profiles (1980 and 1978)

   A. Characteristics of Persons Visiting Filenes*

   B. Characteristics of Persons Visiting Jordan Marsh*

   C. Characteristics of Persons Visiting any of the Competing Shopper Goods Stores* (1980 only)
   (See list of competing stores)

   D. Characteristics of all Pedestrians Reporting Shopping Purpose

   (*Note: These are overlapping groups, some people are in more than one of these three groups)

2. Shopper Purchase Data (1980 and 1978)
   by Time of Day, Age, Sex, Income

   A. Amount Spent at Filenes by Filenes Shoppers

   B. Amount Spent at Jordan Marsh by Jordan Marsh Shoppers

   C. Amount Spent at all other competing stores by shoppers at those other stores

   D. Total Amount Spent at Filenes, Jordan Marsh and all other competing stores by shoppers at those stores

   (Note: Mean Amount Spent is for those making a purchase; the distribution tables include persons visiting but making no purchase)

3. Office Worker Profiles (1980 and 1978)

   A. Characteristics of those Who Shopped During the Day at Filenes

   B. Characteristics of those who Shopped During the Day at Other Downtown Crossing Destinations

   C. Characteristics of those who either Didn't Shop During the Day or Shopped Elsewhere Rather than at Downtown Crossing

   (Note: These are mutually exclusive groups)

4. Office Worker Purchase Data for Midday Trips (1980 and 1978) shopping, eating or any purpose

   A. All Workers

   B. Workers Shopping at Downtown Crossing

      B1. Workers Shopping at Filenes
      B2. Workers Shopping Elsewhere at Downtown Crossing

   C. Workers Shopping Elsewhere than Downtown Crossing

   D. Workers Not Shopping (includes those making purchases for eating)

   E. Purchases of any kind by Types of Goods Looked at (Drugs, Housewares, Shoes, Books, Food, Clothes, other)

SHOPPER GOODS

COMPETITOR STORES IN THE DOWNTOWN CROSSING AREA

(Besides Jordan Marsh and Filenes)

Albert's Hosiery
A.S. Beck Shoes
The Bootery
Bolter Company
Coward's SHoes
Crystal's Shoes
Cutlery Store
Dee's Jewelry
DeScenza Jewelry
E.B. Horn
Edward Harvey Gifts
Edwin Case Shoes
Fayva Shoes
Flagg Brothers Dhoes
Florsheim Shoes
French Shriner Shoes
The Gap
Gordon Brothers
Henry's Jewelry
Hit or Miss
Homer's Jewelry
Hardy's Shoe Store
Hyatt Shoes
Howard Shoes
Hoffman's
House of Favors
Jeans West
Knight Jewelry
Kresge's
Kiki's Boutique
King's Men Shop
Lane bryant
Lerner
The Limited
London Harness
Long's Jewlers
Marianne
Mary Jane Shoes
Mickey Finn
Mr. Alan
Odds & Ends
Peter Wittman
Red Cross Shoes
Regal SHoes
Riverboat
Roaman's
Roger's Jewelry
Sallinger's
Samuel Marcus
Simpson's
Solby Bayes Shoes
Stoddard's
Thom McAnn
Tres Chic Shoes
Tall Men's Clothing
Upstage
Woolworth's
Wrangler Ranch

## Shopper Profiles

The tables in this section show the following profiles, by day and time for shoppers of Filene's, Jordan Marsh, other competing stores, and all Downtown Crossing stores: age, income, sex, work location, access mode, and home location.

CAMBRIDGE SYSTEMATICS, INC.

1980 SHOPPERS

TABLE OF AGE
CONTROLLING FOR DAY=WEEKDAY 10-4PM

AGE

| FREQUENCY<br>COL PCT | FILENES SHOPPER | J_MARSH SHOPPER | OTHER COMPETIT | ALL STORES |
|---|---|---|---|---|
| MISSING | 855<br>. | 473<br>. | 387<br>. | 1359<br>. |
| UNDER 16 | 335<br>1.93 | 328<br>3.25 | 370<br>3.85 | 788<br>2.24 |
| 16 - 24 | 4564<br>26.27 | 2451<br>24.24 | 4111<br>42.75 | 10345<br>29.46 |
| 25 - 34 | 4463<br>25.69 | 2882<br>28.51 | 1894<br>19.69 | 8362<br>23.83 |
| 35 - 44 | 2015<br>11.60 | 677<br>6.69 | 757<br>7.87 | 3950<br>11.26 |
| 45 - 64 | 4093<br>23.56 | 2144<br>21.21 | 1343<br>13.97 | 7629<br>21.74 |
| 65+ | 1901<br>10.94 | 1627<br>16.09 | 1141<br>11.87 | 4017<br>11.45 |
| TOTAL | 17370 | 10109 | 9617 | 35091 |

CAMBRIDGE SYSTEMATICS, INC.

1980 SHOPPERS

TABLE OF HHINC
CONTROLLING FOR DAY=WEEKDAY 10-4PM

HHINC HOUSEHOLD INCOME

| FREQUENCY<br>COL PCT | FILENES SHOPPER | J_MARSH SHOPPER | OTHER COMPETIT | ALL STORES |
|---|---|---|---|---|
| MISSING | 3284<br>. | 1562<br>. | 2792<br>. | 7184<br>. |
| 0-$5,999 | 1798<br>12.03 | 1124<br>12.46 | 1667<br>23.11 | 4205<br>14.37 |
| $6,000 - 11,999 | 2161<br>14.46 | 1308<br>14.50 | 1109<br>15.38 | 4387<br>14.99 |
| $12,000 - 17,999 | 3668<br>24.55 | 2729<br>30.26 | 1920<br>26.62 | 8162<br>27.89 |
| $18,000 - 29,999 | 4100<br>27.44 | 2321<br>25.74 | 1101<br>15.26 | 6949<br>23.75 |
| $30,000+ | 3214<br>21.51 | 1537<br>17.04 | 1416<br>19.63 | 5563<br>19.01 |
| TOTAL | 14941 | 9019 | 7213 | 29266 |

CAMBRIDGE SYSTEMATICS, INC.

1980 SHOPPERS.

TABLE OF SEX
CONTROLLING FOR DAY=WEEKDAY 10-4PM

SEX

| FREQUENCY<br>COL PCT | FILENES SHOPPER | J_MARSH SHOPPER | OTHER COMPETIT | ALL STORES |
|---|---|---|---|---|
| MISSING | 464<br>. | 582<br>. | 203<br>. | 1199<br>. |
| MALE | 4622<br>26.03 | 2423<br>24.24 | 2782<br>28.38 | 11947<br>33.89 |
| FEMALE | 13138<br>73.97 | 7576<br>75.76 | 7019<br>71.62 | 23304<br>66.11 |
| TOTAL | 17761 | 9999 | 9801 | 35250 |

CAMBRIDGE SYSTEMATICS, INC.

1980 SHOPPERS

TABLE OF ARZMODE
CONTROLLING FOR DAY=WEEKDAY 10-4PM

ARZMODE

| FREQUENCY<br>COL PCT | FILENES SHOPPER | J_MARSH SHOPPER | OTHER COMPETIT | ALL STORES |
|---|---|---|---|---|
| MISSING | 1567<br>. | 1529<br>. | 1107<br>. | 4577<br>. |
| WALK | 7363<br>44.20 | 2902<br>32.06 | 3653<br>41.05 | 14104<br>44.25 |
| AUTO | 763<br>4.58 | 536<br>5.92 | 231<br>2.59 | 1286<br>4.03 |
| TRANSIT | 8439<br>50.66 | 5505<br>60.82 | 5014<br>56.35 | 16252<br>50.99 |
| OTHER | 94<br>0.56 | 109<br>1.20 | 0<br>0.00 | 230<br>0.72 |
| TOTAL | 16658 | 9052 | 8897 | 31873 |

CAMBRIDGE SYSTEMATICS, INC.

1980 SHOPPERS

TABLE OF WORKZN
CONTROLLING FOR DAY=WEEKDAY 10-4PM

WORKZN ZONE OF WORKPLACE

| FREQUENCY<br>COL PCT | FILENES SHOPPER | J_MARSH SHOPPER | OTHER COMPETIT | ALL STORES |
|---|---|---|---|---|
| MISSING | 303<br>. | 276<br>. | 224<br>. | 1259<br>. |
| NOT EMPLOYED | 8483<br>47.33 | 5792<br>56.20 | 4625<br>47.29 | 15524<br>44.11 |
| DOWNTOWN CORE | 1045<br>5.83 | 643<br>6.24 | 404<br>4.13 | 1941<br>5.52 |
| BEACON_H-W_END | 1681<br>9.38 | 513<br>4.97 | 347<br>3.55 | 2759<br>7.84 |
| BACK BAY- PRU | 634<br>3.54 | 892<br>8.65 | 807<br>8.25 | 1434<br>4.08 |
| BOSTON MISC | 3207<br>17.89 | 1257<br>12.20 | 1715<br>17.53 | 6849<br>19.46 |
| GOV_CTR -NO_END | 1772<br>9.89 | 199<br>1.93 | 1186<br>12.13 | 3094<br>8.79 |
| PARK_SQ CHINATWN | 129<br>0.72 | 58<br>0.56 | 18<br>0.19 | 437<br>1.24 |
| OUTSIDE 128 | 264<br>1.47 | 157<br>1.53 | 27<br>0.28 | 672<br>1.91 |
| INSIDE 128 | 390<br>2.18 | 472<br>4.58 | 535<br>5.47 | 1688<br>4.80 |
| CAMBRDG | 317<br>1.77 | 324<br>3.14 | 117<br>1.20 | 792<br>2.25 |
| TOTAL | 17922 | 10306 | 9781 | 35191 |

CAMBRIDGE SYSTEMATICS, INC.

1980 SHOPPERS

TABLE OF HOMEZN
CONTROLLING FOR DAY=WEEKDAY 10-4PM

HOMEZN HOME ZONE

| FREQUENCY<br>COL PCT | FILENES SHOPPER | J_MARSH SHOPPER | OTHER COMPETIT | ALL STORES |
|---|---|---|---|---|
| MISSING | 373<br>. | 326<br>. | 79<br>. | 548<br>. |
| BOSTON MISC | 700<br>3.92 | 431<br>4.20 | 361<br>3.64 | 1217<br>3.39 |
| BACK BAY- PRU | 529<br>2.96 | 665<br>6.48 | 499<br>5.02 | 1311<br>3.65 |
| BEACON_HCH_RIVER | 576<br>3.23 | 444<br>4.33 | 194<br>1.96 | 1187<br>3.31 |
| NO_END- WATRFRNT | 235<br>1.32 | 78<br>0.76 | 86<br>0.86 | 357<br>1.00 |
| S_END - FENWAY | 78<br>0.43 | 100<br>0.98 | 225<br>2.26 | 566<br>1.58 |
| ALLSTON-BRIGHTON | 792<br>4.43 | 381<br>3.72 | 469<br>4.73 | 1623<br>4.52 |
| CHARLEST-E_BOSTN | 1129<br>6.33 | 522<br>5.09 | 620<br>6.25 | 1936<br>5.39 |
| W_ROXBUR-HYDE_PK | 777<br>4.35 | 562<br>5.48 | 312<br>3.14 | 1278<br>3.56 |
| J.P.-MAT-DOR-ROS | 2526<br>14.15 | 1511<br>14.74 | 1187<br>11.95 | 4200<br>11.70 |
| TOTAL | 17852 | 10256 | 9926 | 35903 |

(CONTINUED)

CAMBRIDGE SYSTEMATICS, INC.

1980 SHOPPERS

TABLE OF HOMEZN
CONTROLLING FOR DAY=WEEKDAY 10-4PM

HOMEZN HOME ZONE

| FREQUENCY<br>COL PCT | FILENES SHOPPER | J_MARSH SHOPPER | OTHER COMPETIT | ALL STORES |
|---|---|---|---|---|
| ROXBURY | 454<br>2.55 | 193<br>1.89 | 437<br>4.41 | 1423<br>3.96 |
| S_BOSTON | 668<br>3.74 | 519<br>5.06 | 284<br>2.86 | 1284<br>3.58 |
| OUTSIDE 128 | 2396<br>13.42 | 1265<br>12.34 | 1514<br>15.25 | 5184<br>14.44 |
| N_WEST SUBURBS | 668<br>3.74 | 290<br>2.83 | 241<br>2.43 | 1171<br>3.26 |
| SOUTHERN SUBURBS | 1726<br>9.67 | 1160<br>11.31 | 988<br>9.95 | 2727<br>7.60 |
| NEWTON- BRKLINE | 635<br>3.56 | 300<br>2.93 | 700<br>7.06 | 2050<br>5.71 |
| CAMBRDG | 745<br>4.17 | 441<br>4.30 | 97<br>0.97 | 1501<br>4.18 |
| N_INNER SUBURBS | 2913<br>16.32 | 1270<br>12.38 | 1334<br>13.44 | 5406<br>15.06 |
| N_OUTER SUBURBS | 304<br>1.70 | 123<br>1.19 | 378<br>3.81 | 1482<br>4.13 |
| TOTAL | 17852 | 10256 | 9926 | 35903 |

CAMBRIDGE SYSTEMATICS, INC.

1980 SHOPPERS

TABLE OF AGE BY
CONTROLLING FOR DAY=WEEKDAY 6-8PM

AGE

| FREQUENCY<br>COL PCT | FILENES SHOPPER | J_MARSH SHOPPER | OTHER COMPETIT | ALL STORES |
|---|---|---|---|---|
| MISSING | 0<br>. | 0<br>. | 24<br>. | 108<br>. |
| UNDER 16 | 0<br>0.00 | 0<br>0.00 | 0<br>0.00 | 35<br>0.67 |
| 16 - 24 | 1143<br>34.70 | 656<br>31.62 | 778<br>54.77 | 2084<br>39.53 |
| 25 - 34 | 1180<br>35.80 | 760<br>36.65 | 177<br>12.49 | 1726<br>32.75 |
| 35 - 44 | 440<br>13.36 | 227<br>10.93 | 224<br>15.75 | 627<br>11.90 |
| 45 - 64 | 264<br>8.00 | 97<br>4.68 | 4<br>0.31 | 389<br>7.38 |
| 65+ | 268<br>8.14 | 334<br>16.12 | 237<br>16.69 | 410<br>7.77 |
| TOTAL | 3295 | 2074 | 1421 | 5271 |

CAMBRIDGE SYSTEMATICS, INC.

1980 SHOPPERS

TABLE OF HHINC BY
CONTROLLING FOR DAY=WEEKDAY 6-8PM

HHINC HOUSEHOLD INCOME

| FREQUENCY<br>COL PCT | FILENES SHOPPER | J_MARSH SHOPPER | OTHER COMPETIT | ALL STORES |
|---|---|---|---|---|
| MISSING | 515<br>. | 301<br>. | 48<br>. | 786<br>. |
| 0-$5,999 | 279<br>10.04 | 223<br>12.58 | 246<br>17.62 | 499<br>10.87 |
| $6,000 - 11,999 | 216<br>7.76 | 215<br>12.13 | 289<br>20.65 | 716<br>15.58 |
| $12,000 - 17,999 | 1019<br>36.63 | 867<br>48.95 | 310<br>22.17 | 1258<br>27.39 |
| $18,000 - 29,999 | 562<br>20.20 | 44<br>2.49 | 55<br>3.92 | 793<br>17.27 |
| $30,000+ | 705<br>25.36 | 423<br>23.85 | 498<br>35.64 | 1327<br>28.89 |
| TOTAL | 2780 | 1772 | 1397 | 4593 |

CAMBRIDGE SYSTEMATICS, INC.

1980 SHOPPERS

TABLE OF SEX BY
CONTROLLING FOR DAY=WEEKDAY 6-8PM

SEX

| FREQUENCY<br>COL PCT | FILENES SHOPPER | J_MARSH SHOPPER | OTHER COMPETIT | ALL STORES |
|---|---|---|---|---|
| MISSING | 33<br>. | 0<br>. | 0<br>. | 117<br>. |
| MALE | 936<br>28.68 | 382<br>18.43 | 165<br>11.42 | 1619<br>30.76 |
| FEMALE | 2326<br>71.32 | 1691<br>81.57 | 1280<br>88.58 | 3643<br>69.24 |
| TOTAL | 3262 | 2074 | 1445 | 5262 |

CAMBRIDGE SYSTEMATICS, INC.

1980 SHOPPERS

TABLE OF ARZMODE BY
CONTROLLING FOR DAY=WEEKDAY 6-8PM

ARZMODE

| FREQUENCY<br>COL PCT | FILENES SHOPPER | J_MARSH SHOPPER | OTHER COMPETIT | ALL STORES |
|---|---|---|---|---|
| MISSING | 108<br>. | 63<br>. | 24<br>. | 213<br>. |
| WALK | 1348<br>42.29 | 834<br>41.50 | 614<br>43.22 | 1916<br>37.09 |
| AUTO | 278<br>8.73 | 80<br>3.99 | 24<br>1.70 | 361<br>6.99 |
| TRANSIT | 1551<br>48.66 | 1096<br>54.51 | 783<br>55.09 | 2879<br>55.72 |
| OTHER | 10<br>0.32 | 0<br>0.00 | 0<br>0.00 | 10<br>0.20 |
| TOTAL | 3187 | 2010 | 1421 | 5166 |

CAMBRIDGE SYSTEMATICS, INC.

1980 SHOPPERS

TABLE OF WORKZN BY
CONTROLLING FOR DAY=WEEKDAY 6-8PM

WORKZN ZONE OF WORKPLACE

| FREQUENCY<br>COL PCT | FILENES SHOPPER | J_MARSH SHOPPER | OTHER COMPETIT | ALL STORES |
|---|---|---|---|---|
| MISSING | 0<br>. | 0<br>. | 0<br>. | 0<br>. |
| NOT EMPLOYED | 1090<br>33.08 | 503<br>24.24 | 261<br>18.03 | 1698<br>31.57 |
| DOWNTOWN CORE | 251<br>7.60 | 251<br>12.08 | 106<br>7.35 | 416<br>7.74 |
| BEACON_H-W_END | 44<br>1.34 | 0<br>0.00 | 0<br>0.00 | 44<br>0.82 |
| BACK BAY- PRU | 51<br>1.55 | 86<br>4.16 | 193<br>13.35 | 364<br>6.77 |
| BOSTON MISC | 856<br>25.97 | 477<br>22.99 | 581<br>40.23 | 1289<br>23.96 |
| GOV_CTR -NO_END | 432<br>13.10 | 144<br>6.94 | 260<br>17.98 | 531<br>9.87 |
| PARK_SQ CHINATWN | 51<br>1.55 | 51<br>2.46 | 0<br>0.00 | 51<br>0.95 |
| OUTSIDE 128 | 0<br>0.00 | 60<br>2.87 | 0<br>0.00 | 60<br>1.11 |
| INSIDE 128 | 202<br>6.13 | 193<br>9.31 | 44<br>3.05 | 320<br>5.96 |
| CAMBROG | 319<br>9.68 | 310<br>14.95 | 0<br>0.00 | 605<br>11.24 |
| TOTAL | 3295 | 2074 | 1445 | 5379 |

CAMBRIDGE SYSTEMATICS, INC.

1980 SHOPPERS

TABLE OF HOMEZN BY
CONTROLLING FOR DAY=WEEKDAY 6-8PM

HOMEZN HOME ZONE

| FREQUENCY<br>COL PCT | FILENES SHOPPER | J_MARSH SHOPPER | OTHER COMPETIT | ALL STORES |
|---|---|---|---|---|
| MISSING | 0<br>. | 0<br>. | 0<br>. | 84<br>. |
| BOSTON MISC | 9<br>0.27 | 62<br>2.99 | 0<br>0.00 | 95<br>1.79 |
| BACK BAY- PRU | 270<br>8.18 | 314<br>15.13 | 474<br>32.82 | 835<br>15.78 |
| BEACON_HCH_RIVER | 267<br>8.10 | 62<br>2.99 | 193<br>13.35 | 418<br>7.89 |
| NO_END- WATRFRNT | 375<br>11.39 | 144<br>6.94 | 186<br>12.84 | 375<br>7.09 |
| S_END - FENWAY | 0<br>0.00 | 0<br>0.00 | 44<br>3.05 | 110<br>2.07 |
| ALLSTON-BRIGHTON | 334<br>10.14 | 222<br>10.71 | 48<br>3.34 | 437<br>8.26 |
| CHARLEST-E_BOSTN | 153<br>4.65 | 51<br>2.46 | 0<br>0.00 | 153<br>2.90 |
| W_ROXBUR-HYDE_PK | 53<br>1.61 | 79<br>3.82 | 24<br>1.67 | 205<br>3.87 |
| J.P.-MAT-DOR-ROS | 192<br>5.82 | 110<br>5.29 | 297<br>20.57 | 569<br>10.76 |
| TOTAL | 3295 | 2074 | 1445 | 5295 |

(CONTINUED)

CAMBRIDGE SYSTEMATICS, INC.

1980 SHOPPERS

TABLE OF HOMEZN BY
CONTROLLING FOR DAY=WEEKDAY 6-8PM

HOMEZN HOME ZONE

| FREQUENCY<br>COL PCT | FILENES SHOPPER | J_MARSH SHOPPER | OTHER COMPETIT | ALL STORES |
|---|---|---|---|---|
| ROXBURY | 210<br>6.37 | 136<br>6.54 | 0<br>0.00 | 245<br>4.63 |
| S_BOSTON | 110<br>3.35 | 78<br>3.79 | 29<br>2.04 | 223<br>4.21 |
| OUTSIDE 128 | 189<br>5.74 | 93<br>4.50 | 0<br>0.00 | 220<br>4.15 |
| N_WEST SUBURBS | 0<br>. | 0<br>. | 0<br>. | 0<br>. |
| SOUTHERN SUBURBS | 349<br>10.58 | 246<br>11.88 | 0<br>0.00 | 349<br>6.58 |
| NEWTON- BRKLINE | 334<br>10.12 | 193<br>9.31 | 149<br>10.31 | 518<br>9.78 |
| CAMBRDG | 177<br>5.36 | 126<br>6.06 | 0<br>0.00 | 177<br>3.34 |
| N_INNER SUBURBS | 274<br>8.30 | 157<br>7.59 | 0<br>0.00 | 365<br>6.90 |
| N_OUTER SUBURBS | 0<br>. | 0<br>. | 0<br>. | 0<br>. |
| TOTAL | 3295 | 2074 | 1445 | 5295 |

CAMBRIDGE SYSTEMATICS, INC.

1980 SHOPPERS

TABLE OF AGE BY
CONTROLLING FOR DAY=SATURDAY

AGE

| FREQUENCY<br>COL PCT | FILENES SHOPPER | J_MARSH SHOPPER | OTHER COMPETIT | ALL STORES |
|---|---|---|---|---|
| MISSING | 489<br>. | 484<br>. | 101<br>. | 489<br>. |
| UNDER 16 | 214<br>1.07 | 550<br>4.40 | 209<br>1.84 | 1238<br>3.05 |
| 16 - 24 | 5198<br>26.01 | 3340<br>26.72 | 3117<br>27.40 | 12014<br>29.57 |
| 25 - 34 | 6382<br>31.93 | 3362<br>26.90 | 2746<br>24.13 | 13706<br>33.73 |
| 35 - 44 | 3159<br>15.81 | 1452<br>11.62 | 1773<br>15.58 | 4861<br>11.96 |
| 45 - 64 | 2536<br>12.69 | 1662<br>13.30 | 2023<br>17.78 | 4665<br>11.48 |
| 65+ | 2496<br>12.49 | 2132<br>17.06 | 1509<br>13.27 | 4149<br>10.21 |
| TOTAL | 19985 | 12498 | 11378 | |

CAMBRIDGE SYSTEMATICS, INC.

1980 SHOPPERS

TABLE OF HHINC
CONTROLLING FOR DAY=SATURDAY

HHINC HOUSEHOLD INCOME

| FREQUENCY<br>COL PCT | FILENES SHOPPER | J_MARSH SHOPPER | OTHER COMPETIT | ALL STORES |
|---|---|---|---|---|
| MISSING | 3670<br>. | 3498<br>. | 2790<br>. | 9218<br>. |
| 0-$5,999 | 1869<br>11.12 | 561<br>5.92 | 350<br>4.03 | 3524<br>11.05 |
| $6,000 - 11,999 | 4637<br>27.59 | 3464<br>36.52 | 4215<br>48.51 | 7417<br>23.25 |
| $12,000 - 17,999 | 3465<br>20.62 | 2043<br>21.54 | 711<br>8.19 | 8864<br>27.78 |
| $18,000 - 29,999 | 3519<br>20.94 | 1753<br>18.48 | 2176<br>25.05 | 6794<br>21.29 |
| $30,000+ | 3314<br>19.72 | 1663<br>17.53 | 1237<br>14.23 | 5306<br>16.63 |
| TOTAL | 16804 | 9484 | 8682 | 31905 |

CAMBRIDGE SYSTEMATICS, INC.

1980 SHOPPERS

TABLE OF SEX BY
CONTROLLING FOR DAY=SATURDAY

SEX

| FREQUENCY<br>COL PCT | FILENES SHOPPER | J_MARSH SHOPPER | OTHER COMPETIT | ALL STORES |
|---|---|---|---|---|
| MISSING | 1733<br>. | 1532<br>. | 443<br>. | 2861<br>. |
| MALE | 7133<br>38.06 | 3457<br>30.19 | 2534<br>22.96 | 12889<br>33.69 |
| FEMALE | 11608<br>61.94 | 7994<br>69.81 | 8502<br>77.04 | 25373<br>66.31 |
| TOTAL | 18741 | 11451 | 11036 | 38262 |

CAMBRIDGE SYSTEMATICS, INC.

1980 SHOPPERS

TABLE OF ARZMODE BY
CONTROLLING FOR DAY=SATURDAY

ARZMODE

| FREQUENCY! COL PCT | FILENES SHOPPER | J_MARSH SHOPPER | OTHER COMPETIT | ALL STORES |
|---|---|---|---|---|
| MISSING | 4540 | 2545 | 2810 | 13217 |
| | . | . | . | . |
| WALK | 4156 | 3103 | 3113 | 8510 |
| | 26.08 | 29.73 | 35.91 | 30.50 |
| AUTO | 2445 | 1249 | 698 | 3874 |
| | 15.35 | 11.97 | 8.05 | 13.88 |
| TRANSIT | 8610 | 5792 | 4564 | 14718 |
| | 54.03 | 55.49 | 52.65 | 52.74 |
| OTHER | 722 | 293 | 293 | 804 |
| | 4.53 | 2.81 | 3.38 | 2.88 |
| TOTAL | 15934 | 10438 | 8669 | 27907 |

CAMBRIDGE SYSTEMATICS, INC.

1980 SHOPPERS

TABLE OF WORKZN BY
CONTROLLING FOR DAY=SATURDAY

WORKZN ZONE OF WORKPLACE

| FREQUENCY<br>COL PCT | FILENES SHOPPER | J_MARSH SHOPPER | OTHER COMPETIT | ALL STORES |
|---|---|---|---|---|
| MISSING | 1149<br>. | 287<br>. | 0<br>. | 1377<br>. |
| NOT EMPLOYED | 11174<br>57.82 | 6547<br>51.57 | 5596<br>48.75 | 20316<br>51.11 |
| DOWNTOWN CORE | 158<br>0.82 | 164<br>1.29 | 5<br>0.04 | 307<br>0.77 |
| BEACON_H-W_END | 440<br>2.27 | 293<br>2.31 | 527<br>4.59 | 2430<br>6.11 |
| BACK BAY- PRU | 839<br>4.34 | 759<br>5.98 | 779<br>6.79 | 1636<br>4.12 |
| BOSTON MISC | 4952<br>25.62 | 3002<br>23.65 | 2736<br>23.84 | 8633<br>21.72 |
| GOV_CTR -NO_END | 347<br>1.79 | 1121<br>8.83 | 688<br>6.00 | 2295<br>5.77 |
| PARK_SQ CHINATWN | 429<br>2.22 | 270<br>2.13 | 230<br>2.01 | 930<br>2.34 |
| OUTSIDE 128 | 78<br>0.40 | 159<br>1.25 | 159<br>1.38 | 736<br>1.85 |
| INSIDE 128 | 577<br>2.98 | 177<br>1.39 | 336<br>2.93 | 1202<br>3.02 |
| CAMBRDG | 332<br>1.72 | 202<br>1.59 | 421<br>3.67 | 1262<br>3.18 |
| TOTAL | 19324 | 12695 | 11479 | 39746 |

CAMBRIDGE SYSTEMATICS, INC.

1980 SHOPPERS

TABLE OF HOMEZN BY
CONTROLLING FOR DAY=SATURDAY

HOMEZN HOME ZONE

| FREQUENCY<br>COL PCT | FILENES SHOPPER | J_MARSH SHOPPER | OTHER COMPETIT | ALL STORES |
|---|---|---|---|---|
| MISSING | 34<br>. | 6<br>. | 672<br>. | 706<br>. |
| BOSTON MISC | 387<br>1.89 | 0<br>0.00 | 246<br>2.28 | 682<br>1.69 |
| BACK BAY- PRU | 2090<br>10.23 | 694<br>5.35 | 1251<br>11.58 | 2462<br>6.09 |
| BEACON_HCH_RIVER | 1449<br>7.09 | 1347<br>10.38 | 855<br>7.91 | 4702<br>11.63 |
| NO_END- WATRFRNT | 851<br>4.16 | 336<br>2.59 | 415<br>3.84 | 2229<br>5.52 |
| S_END - FENWAY | 308<br>1.51 | 11<br>0.08 | 146<br>1.35 | 1093<br>2.70 |
| ALLSTON-BRIGHTON | 141<br>0.69 | 365<br>2.81 | 0<br>0.00 | 528<br>1.31 |
| CHARLEST-E_BOSTN | 765<br>3.74 | 1375<br>10.59 | 1087<br>10.06 | 2564<br>6.34 |
| W_ROXBUR-HYDE_PK | 421<br>2.06 | 354<br>2.73 | 203<br>1.88 | 567<br>1.40 |
| J.P.-MAT-DOR-ROS | 1923<br>9.41 | 1812<br>13.97 | 1590<br>14.71 | 4963<br>12.28 |
| TOTAL | 20440 | 12977 | 10806 | 40417 |

(CONTINUED)

CAMBRIDGE SYSTEMATICS, INC.

1980 SHOPPERS

TABLE OF HOMEZN BY
CONTROLLING FOR DAY=SATURDAY

HOMEZN HOME ZONE

| FREQUENCY<br>COL PCT | FILENES SHOPPER | J_MARSH SHOPPER | OTHER COMPETIT | ALL STORES |
|---|---|---|---|---|
| ROXBURY | 614<br>3.01 | 1193<br>9.19 | 672<br>6.22 | 1960<br>4.85 |
| S_BOSTON | 1295<br>6.33 | 733<br>5.65 | 1519<br>14.05 | 1768<br>4.38 |
| OUTSIDE 128 | 2985<br>14.60 | 1268<br>9.77 | 402<br>3.72 | 4730<br>11.70 |
| N_WEST SUBURBS | 632<br>3.09 | 203<br>1.57 | 0<br>0.00 | 1156<br>2.86 |
| SOUTHERN SUBURBS | 899<br>4.40 | 633<br>4.88 | 384<br>3.56 | 1419<br>3.51 |
| NEWTON- BRKLINE | 348<br>1.70 | 408<br>3.14 | 146<br>1.35 | 645<br>1.60 |
| CAMBRDG | 1180<br>5.77 | 247<br>1.91 | 526<br>4.87 | 1901<br>4.70 |
| N_INNER SUBURBS | 3214<br>15.73 | 1408<br>10.85 | 441<br>4.08 | 5345<br>13.22 |
| N_OUTER SUBURBS | 937<br>4.59 | 587<br>4.52 | 923<br>8.54 | 1703<br>4.21 |
| TOTAL | 20440 | 12977 | 10806 | 40417 |

CAMBRIDGE SYSTEMATICS, INC.

1980 SHOPPERS

TABLE OF AGE BY
CONTROLLING FOR TIME_D=WEEKDAY LUNCH

AGE

| FREQUENCY<br>COL PCT | FILENES SHOPPER | J_MARSH SHOPPER | OTHER COMPETIT | ALL STORES |
|---|---|---|---|---|
| MISSING | 561<br>. | 83<br>. | 314<br>. | 328<br>. |
| UNDER 16 | 141<br>1.64 | 136<br>3.27 | 161<br>3.60 | 304<br>1.92 |
| 16 - 24 | 2349<br>27.39 | 1207<br>29.09 | 2016<br>45.07 | 4766<br>29.98 |
| 25 - 34 | 1385<br>16.15 | 861<br>20.76 | 600<br>13.42 | 3103<br>19.52 |
| 35 - 44 | 1159<br>13.52 | 143<br>3.45 | 227<br>5.09 | 1738<br>10.93 |
| 45 - 64 | 2521<br>29.39 | 1151<br>27.75 | 898<br>20.07 | 4444<br>27.95 |
| 65+ | 1022<br>11.91 | 650<br>15.67 | 570<br>12.75 | 1543<br>9.70 |
| TOTAL | 8577 | 4149 | 4472 | 15898 |

CAMBRIDGE SYSTEMATICS, INC.

1980 SHOPPERS

TABLE OF HHINC BY
CONTROLLING FOR TIME_D=WEEKDAY LUNCH

HHINC HOUSEHOLD INCOME

| FREQUENCY<br>COL PCT | FILENES SHOPPER | J_MARSH SHOPPER | OTHER COMPETIT | ALL STORES |
|---|---|---|---|---|
| MISSING | 1521<br>. | 519<br>. | 1348<br>. | 3043<br>. |
| 0-$5,999 | 918<br>12.05 | 465<br>12.52 | 793<br>23.07 | 1566<br>11.44 |
| $6,000 - 11,999 | 1265<br>16.61 | 620<br>16.70 | 629<br>18.30 | 2056<br>15.03 |
| $12,000 - 17,999 | 1576<br>20.69 | 1090<br>29.37 | 797<br>23.18 | 3655<br>26.71 |
| $18,000 - 29,999 | 1790<br>23.50 | 821<br>22.11 | 285<br>8.30 | 3106<br>22.70 |
| $30,000+ | 2068<br>27.15 | 717<br>19.30 | 933<br>27.15 | 3300<br>24.12 |
| TOTAL | 7617 | 3713 | 3438 | 13683 |

CAMBRIDGE SYSTEMATICS, INC.

1980 SHOPPERS

TABLE OF SEX BY
CONTROLLING FOR TIME_D=WEEKDAY LUNCH

SEX

| FREQUENCY<br>COL PCT | FILENES SHOPPER | J_MARSH SHOPPER | OTHER COMPETIT | ALL STORES |
|---|---|---|---|---|
| MISSING | 136<br>. | 166<br>. | 144<br>. | 504<br>. |
| MALE | 2464<br>27.37 | 955<br>23.49 | 1290<br>27.78 | 5889<br>36.30 |
| FEMALE | 6538<br>72.63 | 3111<br>76.51 | 3352<br>72.22 | 10333<br>63.70 |
| TOTAL | 9002 | 4066 | 4642 | 16222 |

CAMBRIDGE SYSTEMATICS, INC.

1980 SHOPPERS

TABLE OF ARZMODE BY
CONTROLLING FOR TIME_D=WEEKDAY LUNCH

ARZMODE

| FREQUENCY<br>COL PCT | FILENES SHOPPER | J_MARSH SHOPPER | OTHER COMPETIT | ALL STORES |
|---|---|---|---|---|
| MISSING | 364<br>. | 492<br>. | 353<br>. | 1754<br>. |
| WALK | 5293<br>60.32 | 1823<br>48.73 | 2703<br>60.98 | 9138<br>61.03 |
| AUTO | 356<br>4.05 | 121<br>3.23 | 0<br>0.00 | 466<br>3.11 |
| TRANSIT | 3039<br>34.63 | 1688<br>45.13 | 1730<br>39.02 | 5172<br>34.54 |
| OTHER | 87<br>0.99 | 109<br>2.91 | 0<br>0.00 | 196<br>1.31 |
| TOTAL | 8775 | 3740 | 4432 | 14973 |

CAMBRIDGE SYSTEMATICS, INC.

1980 SHOPPERS

TABLE OF WORKZN BY
CONTROLLING FOR TIME_D=WEEKDAY LUNCH

WORKZN ZONE OF WORKPLACE

| FREQUENCY<br>COL PCT | FILENES SHOPPER | J_MARSH SHOPPER | OTHER COMPETIT | ALL STORES |
|---|---|---|---|---|
| MISSING | 66<br>. | 25<br>. | 157<br>. | 646<br>. |
| NOT EMPLOYED | 3517<br>38.77 | 1912<br>45.46 | 1951<br>42.15 | 5348<br>33.26 |
| DOWNTOWN CORE | 495<br>5.45 | 339<br>8.05 | 266<br>5.74 | 1113<br>6.92 |
| BEACON_H-W_END | 1282<br>14.13 | 267<br>6.34 | 298<br>6.45 | 1977<br>12.30 |
| BACK BAY- PRU | 199<br>2.19 | 430<br>10.22 | 336<br>7.26 | 610<br>3.80 |
| BOSTON MISC | 1792<br>19.75 | 571<br>13.58 | 863<br>18.64 | 3667<br>22.80 |
| GOV_CTR -NO_END | 1386<br>15.27 | 106<br>2.52 | 877<br>18.94 | 1967<br>12.23 |
| PARK_SQ CHINATWN | 58<br>0.64 | 0<br>0.00 | 0<br>0.00 | 126<br>0.78 |
| OUTSIDE 128 | 19<br>0.21 | 0<br>0.00 | 0<br>0.00 | 325<br>2.02 |
| INSIDE 128 | 196<br>2.17 | 351<br>8.35 | 19<br>0.41 | 586<br>3.64 |
| CAMBRDG | 128<br>1.42 | 231<br>5.49 | 19<br>0.42 | 361<br>2.25 |
| TOTAL | 9072 | 4207 | 4629 | 16080 |

CAMBRIDGE SYSTEMATICS, INC.

1980 SHOPPERS

TABLE OF HOMEZN BY
CONTROLLING FOR TIME_D=WEEKDAY LUNCH

HOMEZN HOME ZONE

| FREQUENCY<br>COL PCT | FILENES SHOPPER | J_MARSH SHOPPER | OTHER COMPETIT | ALL STORES |
|---|---|---|---|---|
| MISSING | 141<br>. | 42<br>. | 5<br>. | 188<br>. |
| BOSTON MISC | 553<br>6.15 | 293<br>6.98 | 157<br>3.29 | 598<br>3.62 |
| BACK BAY- PRU | 293<br>3.26 | 416<br>9.92 | 349<br>7.30 | 746<br>4.51 |
| BEACON_HCH_RIVER | 278<br>3.09 | 278<br>6.65 | 125<br>2.62 | 404<br>2.44 |
| NO_END- WATRFRNT | 147<br>1.64 | 46<br>1.09 | 80<br>1.66 | 147<br>0.89 |
| S_END - FENWAY | 30<br>0.33 | 0<br>0.00 | 45<br>0.94 | 249<br>1.50 |
| ALLSTON-BRIGHTON | 168<br>1.87 | 12<br>0.28 | 0<br>0.00 | 652<br>3.94 |
| CHARLEST-E_BOSTN | 539<br>5.99 | 329<br>7.86 | 269<br>5.63 | 1013<br>6.13 |
| W_ROXBUR-HYDE_PK | 287<br>3.19 | 71<br>1.69 | 25<br>0.53 | 413<br>2.50 |
| J.P.-MAT-DOR-ROS | 1101<br>12.24 | 608<br>14.51 | 796<br>16.66 | 1691<br>10.22 |
| TOTAL | 8997 | 4190 | 4781 | 16538 |

(CONTINUED)

CAMBRIDGE SYSTEMATICS, INC.

1980 SHOPPERS

TABLE OF HOMEZN BY
CONTROLLING FOR TIME_D=WEEKDAY LUNCH

HOMEZN HOME ZONE

| FREQUENCY<br>COL PCT | FILENES SHOPPER | J_MARSH SHOPPER | OTHER COMPETIT | ALL STORES |
|---|---|---|---|---|
| ROXBURY | 129<br>1.44 | 0<br>0.00 | 182<br>3.81 | 311<br>1.88 |
| S_BOSTON | 377<br>4.19 | 389<br>9.30 | 65<br>1.35 | 573<br>3.47 |
| OUTSIDE 128 | 1171<br>13.02 | 403<br>9.63 | 860<br>17.98 | 2779<br>16.80 |
| N_WEST SUBURBS | 329<br>3.66 | 12<br>0.28 | 67<br>1.40 | 620<br>3.75 |
| SOUTHERN SUBURBS | 940<br>10.45 | 453<br>10.82 | 485<br>10.14 | 1279<br>7.74 |
| NEWTON- BRKLINE | 357<br>3.96 | 93<br>2.21 | 106<br>2.22 | 933<br>5.64 |
| CAMBRDG | 291<br>3.23 | 71<br>1.70 | 57<br>1.18 | 636<br>3.85 |
| N_INNER SUBURBS | 1843<br>20.48 | 593<br>14.16 | 896<br>18.73 | 2663<br>16.10 |
| N_OUTER SUBURBS | 163<br>1.81 | 123<br>2.92 | 218<br>4.57 | 830<br>5.02 |
| TOTAL | 8997 | 4190 | 4781 | 16538 |

CAMBRIDGE SYSTEMATICS, INC.

1978 SHOPPERS

TABLE OF AGE BY
CONTROLLING FOR DAY=WEEKDAY 10-4PM

AGE

| FREQUENCY<br>COL PCT | FILENES SHOPPER | J_MARSH SHOPPER | ALL STORES |
|---|---|---|---|
| MISSING | 714<br>. | 603<br>. | 1000<br>. |
| UNDER 16 | 363<br>2.39 | 374<br>3.54 | 411<br>1.29 |
| 16 - 24 | 4143<br>27.35 | 3005<br>28.48 | 8755<br>27.40 |
| 25 - 34 | 3881<br>25.62 | 2542<br>24.09 | 9114<br>28.53 |
| 35 - 44 | 2344<br>15.47 | 1107<br>10.49 | 4792<br>15.00 |
| 45 - 64 | 3346<br>22.08 | 2718<br>25.76 | 6317<br>19.77 |
| 65+ | 1075<br>7.09 | 806<br>7.64 | 2561<br>8.01 |
| TOTAL | 15152 | 10551 | 31951 |

CAMBRIDGE SYSTEMATICS, INC.

1978 SHOPPERS

TABLE OF HHINC BY
CONTROLLING FOR DAY=WEEKDAY 10-4PM

HHINC HOUSEHOLD INCOME

| FREQUENCY<br>COL PCT | FILENES SHOPPER | J_MARSH SHOPPER | ALL STORES |
|---|---|---|---|
| MISSING | 2412<br>. | 1513<br>. | 4256<br>. |
| 0 - $4,999 | 2161<br>16.06 | 1435<br>14.88 | 3117<br>10.86 |
| $5,000 - 9,999 | 1536<br>11.42 | 1048<br>10.87 | 4080<br>14.22 |
| $10,000 - 14,999 | 3510<br>26.09 | 2673<br>27.72 | 6434<br>22.42 |
| $15,000 - 24,999 | 3356<br>24.94 | 2937<br>30.47 | 7947<br>27.70 |
| $25,000+ | 2891<br>21.49 | 1548<br>16.05 | 7116<br>24.80 |
| TOTAL | 13453 | 9641 | 28695 |

CAMBRIDGE SYSTEMATICS, INC.

1978 SHOPPERS

TABLE OF SEX BY
CONTROLLING FOR DAY=WEEKDAY 10-4PM

SEX

| FREQUENCY<br>COL PCT | FILENES SHOPPER | J_MARSH SHOPPER | ALL STORES |
|---|---|---|---|
| MISSING | 405<br>. | 484<br>. | 845<br>. |
| MALE | 4161<br>26.91 | 3397<br>31.84 | 13185<br>41.07 |
| FEMALE | 11299<br>73.09 | 7273<br>68.16 | 18920<br>58.93 |
| TOTAL | 15460 | 10670 | 32105 |

CAMBRIDGE SYSTEMATICS, INC.

1978 SHOPPERS

TABLE OF ARZMODE BY
CONTROLLING FOR DAY=WEEKDAY 10-4PM

ARZMODE

| FREQUENCY<br>COL PCT | FILENES SHOPPER | J_MARSH SHOPPER | ALL STORES |
|---|---|---|---|
| MISSING | 582<br>. | 471<br>. | 1647<br>. |
| WALK | 6676<br>43.68 | 3684<br>34.49 | 14481<br>46.26 |
| AUTO | 1495<br>9.79 | 755<br>7.07 | 2953<br>9.43 |
| TRANSIT | 6532<br>42.74 | 5434<br>50.87 | 12666<br>40.46 |
| OTHER | 579<br>3.79 | 809<br>7.58 | 1203<br>3.84 |
| TOTAL | 15283 | 10683 | 31303 |

CAMBRIDGE SYSTEMATICS, INC.

1978 SHOPPERS

TABLE OF WORKZN BY
CONTROLLING FOR DAY=WEEKDAY 10-4PM

WORKZN ZONE OF WORKPLACE

| FREQUENCY<br>COL PCT | FILENES SHOPPER | J_MARSH SHOPPER | ALL STORES |
|---|---|---|---|
| MISSING | 166<br>. | 156<br>. | 393<br>. |
| NOT EMPLOYED | 7345<br>46.79 | 5777<br>52.53 | 13970<br>42.91 |
| DOWNTOWN CORE | 1869<br>11.91 | 1174<br>10.67 | 4087<br>12.55 |
| BEACON_H-W_END | 274<br>1.74 | 74<br>0.67 | 925<br>2.84 |
| BOSTON MISC | 2300<br>14.65 | 1616<br>14.70 | 4831<br>14.84 |
| BACK BAY- PRU | 281<br>1.79 | 303<br>2.76 | 629<br>1.93 |
| GOV_CTR -NO_END | 1488<br>9.48 | 354<br>3.22 | 3691<br>11.34 |
| PARK_SQ CHINATWN | 40<br>0.26 | 17<br>0.15 | 267<br>0.82 |
| OUTSIDE 128 | 363<br>2.32 | 401<br>3.65 | 1118<br>3.43 |
| INSIDE 128 | 1183<br>7.53 | 993<br>9.02 | 1821<br>5.59 |
| CAMBRDG | 555<br>3.54 | 289<br>2.63 | 1218<br>3.74 |
| TOTAL | 15699 | 10998 | 32558 |

CAMBRIDGE SYSTEMATICS, INC.

1978 SHOPPERS

TABLE OF HOMEZN BY
CONTROLLING FOR DAY=WEEKDAY 10-4PM

HOMEZN HOME ZONE

| FREQUENCY<br>COL PCT | FILENES SHOPPER | J_MARSH SHOPPER | ALL STORES |
|---|---|---|---|
| MISSING | 353<br>. | 179<br>. | 575<br>. |
| BOSTON MISC | 682<br>4.40 | 556<br>5.07 | 927<br>2.86 |
| BACK BAY- PRU | 355<br>2.29 | 693<br>6.32 | 1291<br>3.99 |
| BEACON_HCH_RIVER | 349<br>2.25 | 152<br>1.39 | 445<br>1.37 |
| NO_END- WATRFRNT | 0<br>0.00 | 95<br>0.86 | 189<br>0.59 |
| S_END - FENWAY | 200<br>1.29 | 97<br>0.88 | 821<br>2.54 |
| ALLSTON-BRIGHTON | 104<br>0.67 | 31<br>0.29 | 338<br>1.04 |
| CHARLEST-E_BOSTN | 215<br>1.38 | 333<br>3.03 | 769<br>2.38 |
| W_ROXBUR-HYDE_PK | 373<br>2.40 | 531<br>4.84 | 842<br>2.60 |
| J.P.-MAT-DOR-ROS | 1704<br>10.99 | 1221<br>11.12 | 2996<br>9.25 |
| TOTAL | 15512 | 10975 | 32376 |

(CONTINUED)

CAMBRIDGE SYSTEMATICS, INC.

1978 SHOPPERS

TABLE OF HOMEZN BY
CONTROLLING FOR DAY=WEEKDAY 10-4PM

HOMEZN HOME ZONE

| FREQUENCY<br>COL PCT | FILENES SHOPPER | J_MARSH SHOPPER | ALL STORES |
|---|---|---|---|
| ROXBURY | 484<br>3.12 | 454<br>4.13 | 916<br>2.83 |
| S_BOSTON | 359<br>2.31 | 315<br>2.87 | 762<br>2.35 |
| OUTSIDE 128 | 3215<br>20.73 | 2265<br>20.64 | 7552<br>23.33 |
| N_WEST SUBURBS | 811<br>5.23 | 411<br>3.74 | 1792<br>5.54 |
| SOUTHERN SUBURBS | 971<br>6.26 | 383<br>3.49 | 2103<br>6.50 |
| NEWTON- BRKLINE | 1362<br>8.78 | 917<br>8.35 | 2294<br>7.09 |
| CAMBRDG | 1245<br>8.03 | 797<br>7.27 | 1891<br>5.84 |
| N_INNER SUBURBS | 2003<br>12.91 | 1149<br>10.47 | 3828<br>11.82 |
| N_OUTER SUBURBS | 1079<br>6.96 | 574<br>5.23 | 2620<br>8.09 |
| TOTAL | 15512 | 10975 | 32376 |

CAMBRIDGE SYSTEMATICS, INC.

1978 SHOPPERS

TABLE OF AGE
CONTROLLING FOR DAY=WEEKDAY 6-8PM

AGE

| FREQUENCY<br>COL PCT | FILENES SHOPPER | J_MARSH SHOPPER | ALL STORES |
|---|---|---|---|
| MISSING | 244<br>. | 169<br>. | 339<br>. |
| UNDER 16 | 0<br>0.00 | 40<br>1.34 | 136<br>2.14 |
| 16 - 24 | 876<br>21.38 | 840<br>28.49 | 1626<br>25.52 |
| 25 - 34 | 1747<br>42.64 | 1130<br>38.30 | 2484<br>38.98 |
| 35 - 44 | 645<br>15.74 | 553<br>18.75 | 894<br>14.03 |
| 45 - 64 | 829<br>20.24 | 370<br>12.54 | 1139<br>17.88 |
| 65+ | 0<br>0.00 | 17<br>0.57 | 93<br>1.46 |
| TOTAL | 4096 | 2949 | 6372 |

CAMBRIDGE SYSTEMATICS, INC.

1978 SHOPPERS

TABLE OF HHINC
CONTROLLING FOR DAY=WEEKDAY 6-8PM

HHINC HOUSEHOLD INCOME

| FREQUENCY<br>COL PCT | FILENES SHOPPER | J_MARSH SHOPPER | ALL STORES |
|---|---|---|---|
| MISSING | 410<br>. | 373<br>. | 668<br>. |
| 0 - $4,999 | 63<br>1.60 | 0<br>0.00 | 302<br>5.00 |
| $5,000 - 9,999 | 813<br>20.67 | 519<br>18.91 | 1345<br>22.26 |
| $10,000 - 14,999 | 1610<br>40.97 | 1050<br>38.24 | 2260<br>37.40 |
| $15,000 - 24,999 | 623<br>15.86 | 657<br>23.96 | 1056<br>17.48 |
| $25,000+ | 822<br>20.91 | 518<br>18.89 | 1079<br>17.85 |
| TOTAL | 3931 | 2744 | 6043 |

CAMBRIDGE SYSTEMATICS, INC.

1978 SHOPPERS

TABLE OF SEX
CONTROLLING FOR DAY=WEEKDAY 6-8PM

SEX

| FREQUENCY<br>COL PCT | FILENES SHOPPER | J_MARSH SHOPPER | ALL STORES |
|---|---|---|---|
| MISSING | 41<br>. | 41<br>. | 57<br>. |
| MALE | 1366<br>31.77 | 1362<br>44.27 | 2566<br>38.56 |
| FEMALE | 2933<br>68.23 | 1715<br>55.73 | 4088<br>61.44 |
| TOTAL | 4299 | 3076 | 6654 |

CAMBRIDGE SYSTEMATICS, INC.

1978 SHOPPERS

TABLE OF ARZMODE
CONTROLLING FOR DAY=WEEKDAY 6-8PM

ARZMODE

| FREQUENCY<br>COL PCT | FILENES SHOPPER | J_MARSH SHOPPER | ALL STORES |
|---|---|---|---|
| MISSING | 245<br>. | 216<br>. | 467<br>. |
| WALK | 1792<br>43.75 | 1240<br>42.71 | 2671<br>42.78 |
| AUTO | 617<br>15.06 | 497<br>17.13 | 902<br>14.45 |
| TRANSIT | 1687<br>41.19 | 1165<br>40.16 | 2671<br>42.77 |
| OTHER | 0<br>. | 0<br>. | 0<br>. |
| TOTAL | 4095 | 2902 | 6244 |

CAMBRIDGE SYSTEMATICS, INC.

1978 SHOPPERS

TABLE OF WORKZN
CONTROLLING FOR DAY=WEEKDAY 6-8PM

WORKZN ZONE OF WORKPLACE

| FREQUENCY<br>COL PCT | FILENES SHOPPER | J_MARSH SHOPPER | ALL STORES |
|---|---|---|---|
| MISSING | 0<br>. | 0<br>. | 0<br>. |
| NOT EMPLOYED | 927<br>21.37 | 765<br>24.52 | 1416<br>21.10 |
| DOWNTOWN CORE | 223<br>5.13 | 0<br>0.00 | 322<br>4.79 |
| BEACON_H-W_END | 256<br>5.89 | 73<br>2.35 | 303<br>4.51 |
| BOSTON MISC | 1447<br>33.34 | 756<br>24.25 | 1937<br>28.86 |
| BACK BAY- PRU | 278<br>6.40 | 488<br>15.65 | 862<br>12.85 |
| GOV_CTR -NO_END | 400<br>9.21 | 461<br>14.77 | 712<br>10.60 |
| PARK_SQ CHINATWN | 0<br>. | 0<br>. | 0<br>. |
| OUTSIDE 128 | 316<br>7.29 | 253<br>8.12 | 506<br>7.54 |
| INSIDE 128 | 217<br>5.00 | 160<br>5.15 | 377<br>5.62 |
| CAMBRDG | 276<br>6.37 | 162<br>5.20 | 276<br>4.12 |
| TOTAL | 4341 | 3118 | 6710 |

CAMBRIDGE SYSTEMATICS, INC.

1978 SHOPPERS

TABLE OF HOMEZN
CONTROLLING FOR DAY=WEEKDAY 6-8PM

HOMEZN HOME ZONE

| FREQUENCY<br>COL PCT | FILENES SHOPPER | J_MARSH SHOPPER | ALL STORES |
|---|---|---|---|
| MISSING | 303<br>. | 108<br>. | 303<br>. |
| BOSTON MISC | 0<br>0.00 | 115<br>3.83 | 115<br>1.80 |
| BACK BAY- PRU | 289<br>7.15 | 431<br>14.32 | 563<br>8.79 |
| BEACON_HCH_RIVER | 61<br>1.50 | 47<br>1.55 | 107<br>1.67 |
| NO_END- WATRFRNT | 0<br>0.00 | 0<br>0.00 | 97<br>1.51 |
| S_END - FENWAY | 361<br>8.93 | 61<br>2.01 | 564<br>8.80 |
| ALLSTON-BRIGHTON | 187<br>4.63 | 155<br>5.16 | 187<br>2.92 |
| CHARLEST-E_BOSTN | 211<br>5.22 | 97<br>3.21 | 226<br>3.53 |
| W_ROXBUR-HYDE_PK | 41<br>1.03 | 0<br>0.00 | 41<br>0.65 |
| J.P.-MAT-DOR-ROS | 315<br>7.81 | 555<br>18.43 | 699<br>10.91 |
| TOTAL | 4038 | 3010 | 6407 |

(CONTINUED)

CAMBRIDGE SYSTEMATICS, INC.

1978 SHOPPERS

TABLE OF HOMEZN
CONTROLLING FOR DAY=WEEKDAY 6-8PM

HOMEZN HOME ZONE

| FREQUENCY<br>COL PCT | FILENES SHOPPER | J_MARSH SHOPPER | ALL STORES |
|---|---|---|---|
| ROXBURY | 68<br>1.68 | 122<br>4.07 | 321<br>5.02 |
| S_BOSTON | 135<br>3.33 | 41<br>1.37 | 135<br>2.10 |
| OUTSIDE 128 | 564<br>13.96 | 139<br>4.63 | 788<br>12.29 |
| N_WEST SUBURBS | 94<br>2.32 | 78<br>2.60 | 113<br>1.77 |
| SOUTHERN SUBURBS | 294<br>7.29 | 294<br>9.77 | 366<br>5.71 |
| NEWTON- BRKLINE | 278<br>6.87 | 239<br>7.95 | 517<br>8.07 |
| CAMBRDG | 661<br>16.37 | 290<br>9.62 | 915<br>14.28 |
| N_INNER SUBURBS | 191<br>4.74 | 138<br>4.57 | 364<br>5.68 |
| N_OUTER SUBURBS | 289<br>7.16 | 208<br>6.90 | 289<br>4.51 |
| TOTAL | 4038 | 3010 | 6407 |

CAMBRIDGE SYSTEMATICS, INC.

1978 SHOPPERS

TABLE OF AGE BY
CONTROLLING FOR DAY=SATURDAY

AGE

| FREQUENCY<br>COL PCT | FILENES SHOPPER | J_MARSH SHOPPER | ALL STORES |
|---|---|---|---|
| MISSING | 1351<br>. | 371<br>. | 1462<br>. |
| UNDER 16 | 998<br>4.49 | 643<br>3.16 | 998<br>2.40 |
| 16 - 24 | 5837<br>26.25 | 4711<br>23.15 | 11817<br>28.35 |
| 25 - 34 | 4964<br>22.32 | 4543<br>22.32 | 10497<br>25.19 |
| 35 - 44 | 2781<br>12.50 | 4619<br>22.70 | 7323<br>17.57 |
| 45 - 64 | 5505<br>24.75 | 3743<br>18.39 | 8573<br>20.57 |
| 65+ | 2152<br>9.68 | 2093<br>10.28 | 2472<br>5.93 |
| TOTAL | 22237 | 20351 | 41680 |

CAMBRIDGE SYSTEMATICS, INC.

1978 SHOPPERS

TABLE OF HHINC BY
CONTROLLING FOR DAY=SATURDAY

HHINC HOUSEHOLD INCOME

| FREQUENCY<br>COL PCT | FILENES SHOPPER | J_MARSH SHOPPER | ALL STORES |
|---|---|---|---|
| MISSING | 2838<br>. | 3150<br>. | 5701<br>. |
| 0 - $4,999 | 2499<br>12.04 | 2690<br>15.31 | 5245<br>14.01 |
| $5,000 - 9,999 | 3375<br>16.26 | 2595<br>14.77 | 4875<br>13.02 |
| $10,000 - 14,999 | 4341<br>20.92 | 3811<br>21.69 | 8363<br>22.34 |
| $15,000 - 24,999 | 6664<br>32.12 | 6306<br>35.88 | 12495<br>33.37 |
| $25,000+ | 3871<br>18.66 | 2170<br>12.35 | 6463<br>17.26 |
| TOTAL | 20750 | 17572 | 37440 |

CAMBRIDGE SYSTEMATICS, INC.

1978 SHOPPERS

TABLE OF SEX BY
CONTROLLING FOR DAY=SATURDAY

SEX

| FREQUENCY<br>COL PCT | FILENES SHOPPER | J_MARSH SHOPPER | ALL STORES |
|---|---|---|---|
| MISSING | 939<br>. | 939<br>. | 1446<br>. |
| MALE | 7770<br>34.30 | 6870<br>34.73 | 17004<br>40.78 |
| FEMALE | 14880<br>65.70 | 12913<br>65.27 | 24692<br>59.22 |
| TOTAL | 22649 | 19783 | 41696 |

CAMBRIDGE SYSTEMATICS, INC.

1978 SHOPPERS

TABLE OF ARZMODE BY
CONTROLLING FOR DAY=SATURDAY

ARZMODE

| FREQUENCY<br>COL PCT | FILENES SHOPPER | J_MARSH SHOPPER | ALL STORES |
|---|---|---|---|
| MISSING | 556<br>. | 650<br>. | 1297<br>. |
| WALK | 3563<br>15.47 | 2814<br>14.02 | 8420<br>20.12 |
| AUTO | 4488<br>19.49 | 2868<br>14.29 | 8426<br>20.14 |
| TRANSIT | 14039<br>60.96 | 13624<br>67.87 | 23695<br>56.63 |
| OTHER | 941<br>4.09 | 766<br>3.82 | 1303<br>3.11 |
| TOTAL | 23032 | 20072 | 41845 |

CAMBRIDGE SYSTEMATICS, INC.

1978 SHOPPERS

TABLE OF WORKZN BY
CONTROLLING FOR DAY=SATURDAY

WORKZN ZONE OF WORKPLACE

| FREQUENCY<br>COL PCT | FILENES SHOPPER | J_MARSH SHOPPER | ALL STORES |
|---|---|---|---|
| MISSING | 871<br>. | 1075<br>. | 1684<br>. |
| NOT EMPLOYED | 7085<br>31.19 | 7344<br>37.38 | 11891<br>28.68 |
| DOWNTOWN CORE | 1099<br>4.84 | 747<br>3.80 | 1473<br>3.55 |
| BEACON_H-W_END | 444<br>1.96 | 722<br>3.68 | 2178<br>5.25 |
| BOSTON MISC | 5334<br>23.48 | 5434<br>27.66 | 11491<br>27.72 |
| BACK BAY- PRU | 1433<br>6.31 | 606<br>3.08 | 2508<br>6.05 |
| GOV_CTR -NO_END | 507<br>2.23 | 555<br>2.83 | 692<br>1.67 |
| PARK_SQ CHINATWN | 909<br>4.00 | 909<br>4.62 | 1125<br>2.71 |
| OUTSIDE 128 | 1910<br>8.41 | 1287<br>6.55 | 4591<br>11.07 |
| INSIDE 128 | 1164<br>5.13 | 1313<br>6.68 | 1996<br>4.82 |
| CAMBRDG | 2831<br>12.46 | 729<br>3.71 | 3512<br>8.47 |
| TOTAL | 22717 | 19647 | 41458 |

CAMBRIDGE SYSTEMATICS, INC.

1978 SHOPPERS

TABLE OF HOMEZN BY
CONTROLLING FOR DAY=SATURDAY

HOMEZN HOME ZONE

| FREQUENCY<br>COL PCT | FILENES SHOPPER | J_MARSH SHOPPER | ALL STORES |
|---|---|---|---|
| MISSING | 112<br>. | 0<br>. | 152<br>. |
| BOSTON MISC | 1001<br>4.27 | 1871<br>9.03 | 2084<br>4.85 |
| BACK BAY- PRU | 2248<br>9.57 | 428<br>2.06 | 2627<br>6.11 |
| BEACON_HCH_RIVER | 1128<br>4.81 | 831<br>4.01 | 2859<br>6.65 |
| NO_END- WATRFRNT | 0<br>0.00 | 0<br>0.00 | 651<br>1.51 |
| S_END - FENWAY | 955<br>4.07 | 508<br>2.45 | 1206<br>2.81 |
| ALLSTON-BRIGHTON | 1403<br>5.98 | 1009<br>4.87 | 1504<br>3.50 |
| CHARLEST-E_BOSTN | 333<br>1.42 | 443<br>2.14 | 671<br>1.56 |
| W_ROXBUR-HYDE_PK | 31<br>0.13 | 143<br>0.69 | 203<br>0.47 |
| J.P.-MAT-DOR-ROS | 2973<br>12.66 | 2570<br>12.40 | 7851<br>18.26 |
| TOTAL | 23476 | 20722 | 42989 |

(CONTINUED)

CAMBRIDGE SYSTEMATICS, INC.

1978 SHOPPERS

TABLE OF HOMEZN BY
CONTROLLING FOR DAY=SATURDAY

HOMEZN HOME ZONE

| FREQUENCY<br>COL PCT | FILENES SHOPPER | J_MARSH SHOPPER | ALL STORES |
|---|---|---|---|
| ROXBURY | 1094<br>4.66 | 1723<br>8.31 | 1956<br>4.55 |
| S_BOSTON | 1272<br>5.42 | 1187<br>5.73 | 1563<br>3.64 |
| OUTSIDE 128 | 2510<br>10.69 | 1574<br>7.59 | 4494<br>10.45 |
| N_WEST SUBURBS | 1409<br>6.00 | 1545<br>7.45 | 3296<br>7.67 |
| SOUTHERN SUBURBS | 326<br>1.39 | 902<br>4.35 | 1625<br>3.78 |
| NEWTON- BRKLINE | 987<br>4.21 | 787<br>3.80 | 1363<br>3.17 |
| CAMBRDG | 4036<br>17.19 | 2782<br>13.42 | 5671<br>13.19 |
| N_INNER SUBURBS | 1586<br>6.76 | 1632<br>7.88 | 2393<br>5.57 |
| N_OUTER SUBURBS | 184<br>0.78 | 788<br>3.80 | 972<br>2.26 |
| TOTAL | 23476 | 20722 | 42989 |

CAMBRIDGE SYSTEMATICS, INC.

1978 SHOPPERS

TABLE OF AGE
CONTROLLING FOR TIME_D=WEEKDAY LUNCH

AGE

| FREQUENCY<br>COL PCT | FILENES SHOPPER | J_MARSH SHOPPER | ALL STORES |
|---|---|---|---|
| MISSING | 335<br>. | 255<br>. | 361<br>. |
| UNDER 16 | 288<br>4.20 | 288<br>6.20 | 313<br>2.09 |
| 16 - 24 | 1771<br>25.90 | 1530<br>32.99 | 3921<br>26.20 |
| 25 - 34 | 1886<br>27.58 | 1105<br>23.83 | 4521<br>30.21 |
| 35 - 44 | 1364<br>19.94 | 538<br>11.61 | 2693<br>17.99 |
| 45 - 64 | 1223<br>17.88 | 901<br>19.44 | 2605<br>17.40 |
| 65+ | 308<br>4.50 | 275<br>5.93 | 915<br>6.11 |
| TOTAL | 6840 | 4637 | 14967 |

CAMBRIDGE SYSTEMATICS, INC.

1978 SHOPPERS

TABLE OF HHINC
CONTROLLING FOR TIME_D=WEEKDAY LUNCH

HHINC HOUSEHOLD INCOME

| FREQUENCY<br>COL PCT | FILENES SHOPPER | J_MARSH SHOPPER | ALL STORES |
|---|---|---|---|
| MISSING | 925<br>. | 660<br>. | 1525<br>. |
| 0 - $4,999 | 1228<br>19.65 | 881<br>20.82 | 1403<br>10.16 |
| $5,000 - 9,999 | 430<br>6.87 | 298<br>7.04 | 1433<br>10.38 |
| $10,000 - 14,999 | 1271<br>20.33 | 1254<br>29.63 | 2737<br>19.83 |
| $15,000 - 24,999 | 1346<br>21.53 | 1031<br>24.37 | 3592<br>26.02 |
| $25,000+ | 1975<br>31.61 | 767<br>18.13 | 4638<br>33.60 |
| TOTAL | 6249 | 4232 | 13804 |

CAMBRIDGE SYSTEMATICS, INC.

1978 SHOPPERS

TABLE OF SEX
CONTROLLING FOR TIME_D=WEEKDAY LUNCH

SEX

| FREQUENCY<br>COL PCT | FILENES SHOPPER | J_MARSH SHOPPER | ALL STORES |
|---|---|---|---|
| MISSING | 79<br>. | 250<br>. | 438<br>. |
| MALE | 2103<br>29.64 | 1555<br>33.50 | 6428<br>43.17 |
| FEMALE | 4993<br>70.36 | 3087<br>66.50 | 8462<br>56.83 |
| TOTAL | 7095 | 4642 | 14890 |

CAMBRIDGE SYSTEMATICS, INC.

1978 SHOPPERS

TABLE OF ARZMODE
CONTROLLING FOR TIME_D=WEEKDAY LUNCH

ARZMODE

| FREQUENCY<br>COL PCT | FILENES SHOPPER | J_MARSH SHOPPER | ALL STORES |
|---|---|---|---|
| MISSING | 248<br>. | 195<br>. | 674<br>. |
| WALK | 4024<br>58.10 | 1964<br>41.80 | 8387<br>57.24 |
| AUTO | 414<br>5.97 | 212<br>4.52 | 1181<br>8.06 |
| TRANSIT | 2370<br>34.21 | 2101<br>44.73 | 4507<br>30.76 |
| OTHER | 119<br>1.72 | 421<br>8.95 | 578<br>3.95 |
| TOTAL | 6926 | 4697 | 14654 |

CAMBRIDGE SYSTEMATICS, INC.

1978 SHOPPERS

TABLE OF WORKZN
CONTROLLING FOR TIME_D=WEEKDAY LUNCH

WORKZN ZONE OF WORKPLACE

| FREQUENCY<br>COL PCT | FILENES SHOPPER | J_MARSH SHOPPER | ALL STORES |
|---|---|---|---|
| MISSING | 62<br>. | 57<br>. | 253<br>. |
| NOT EMPLOYED | 2747<br>38.62 | 2349<br>48.59 | 5080<br>33.70 |
| DOWNTOWN CORE | 1399<br>19.66 | 694<br>14.35 | 3024<br>20.06 |
| BEACON_H-W_END | 0<br>0.00 | 0<br>0.00 | 319<br>2.12 |
| BOSTON MISC | 674<br>9.48 | 445<br>9.21 | 1625<br>10.78 |
| BACK BAY- PRU | 218<br>3.06 | 183<br>3.78 | 348<br>2.31 |
| GOV_CTR -NO_END | 1161<br>16.32 | 250<br>5.16 | 2617<br>17.36 |
| PARK_SQ CHINATWN | 0<br>0.00 | 0<br>0.00 | 210<br>1.39 |
| OUTSIDE 128 | 56<br>0.79 | 226<br>4.67 | 412<br>2.73 |
| INSIDE 128 | 621<br>8.73 | 497<br>10.29 | 750<br>4.98 |
| CAMBROG | 238<br>3.35 | 190<br>3.94 | 691<br>4.59 |
| TOTAL | 7113 | 4835 | 15075 |

CAMBRIDGE SYSTEMATICS, INC.

1978 SHOPPERS

TABLE OF HOMEZN
CONTROLLING FOR TIME_D=WEEKDAY LUNCH

HOMEZN HOME ZONE

| FREQUENCY<br>COL PCT | FILENES SHOPPER | J_MARSH SHOPPER | ALL STORES |
|---|---|---|---|
| MISSING | 159<br>. | 111<br>. | 190<br>. |
| BOSTON MISC | 242<br>3.44 | 216<br>4.51 | 293<br>1.94 |
| BACK BAY- PRU | 50<br>0.72 | 300<br>6.27 | 409<br>2.70 |
| BEACON_HCH_RIVER | 84<br>1.19 | 0<br>0.00 | 84<br>0.55 |
| NO_END- WATRFRNT | 0<br>. | 0<br>. | 0<br>. |
| S_END - FENWAY | 0<br>0.00 | 52<br>1.08 | 217<br>1.43 |
| ALLSTON-BRIGHTON | 44<br>0.62 | 0<br>0.00 | 57<br>0.38 |
| CHARLEST-E_BOSTN | 0<br>0.00 | 79<br>1.66 | 329<br>2.17 |
| W_ROXBUR-HYDE_PK | 79<br>1.13 | 105<br>2.20 | 268<br>1.77 |
| J.P.-MAT-DOR-ROS | 942<br>13.43 | 614<br>12.85 | 1340<br>8.85 |
| TOTAL | 7016 | 4781 | 15138 |

(CONTINUED)

CAMBRIDGE SYSTEMATICS, INC.

1978 SHOPPERS

TABLE OF HOMEZN
CONTROLLING FOR TIME_D=WEEKDAY LUNCH

HOMEZN HOME ZONE

| FREQUENCY<br>COL PCT | FILENES SHOPPER | J_MARSH SHOPPER | ALL STORES |
|---|---|---|---|
| ROXBURY | 208<br>2.97 | 234<br>4.89 | 493<br>3.26 |
| S_BOSTON | 0<br>0.00 | 0<br>0.00 | 67<br>0.44 |
| OUTSIDE 128 | 1539<br>21.94 | 1009<br>21.10 | 4201<br>27.75 |
| N_WEST SUBURBS | 308<br>4.39 | 127<br>2.67 | 896<br>5.92 |
| SOUTHERN SUBURBS | 354<br>5.04 | 52<br>1.08 | 1018<br>6.73 |
| NEWTON- BRKLINE | 601<br>8.57 | 456<br>9.55 | 804<br>5.31 |
| CAMBRDG | 931<br>13.27 | 638<br>13.34 | 1174<br>7.76 |
| N_INNER SUBURBS | 826<br>11.78 | 517<br>10.82 | 1713<br>11.32 |
| N_OUTER SUBURBS | 808<br>11.52 | 381<br>7.97 | 1774<br>11.72 |
| TOTAL | 7016 | 4781 | 15138 |

Shopper Purchase Data

In this section are tables showing purchase sizes by day and time for shoppers of Filene's, Jordan Marsh, other competing stores, and all Downtown Crossing stores. Purchase sizes are given by the following segments: age, income, and sex.

CAMBRIDGE SYSTEMATICS, INC.

1980 SHOPPERS
MEAN VALUE OF PURCHASES MADE
DAY=SATURDAY

| VARIABLE | N | MEAN | STANDARD DEVIATION | MINIMUM VALUE | MAXIMUM VALUE |
|---|---|---|---|---|---|
| TV_JM | 7707 | 27.5637732 | 22.2637127 | 1.00000000 | 100.000000 |
| TV_F | 13844 | 27.6069778 | 21.3864903 | 1.00000000 | 84.000000 |
| TV_C | 8649 | 15.1017459 | 18.3126955 | 1.00000000 | 100.000000 |
| TV_TOT | 29297 | 30.3724955 | 30.9923595 | 1.00000000 | 200.000000 |
| DAY=WEEKDAY 10-4PM ---------- | | | | | |
| TV_JM | 5783 | 24.8552654 | 20.3400606 | 1.00000000 | 160.000000 |
| TV_F | 10588 | 28.8393464 | 28.5269700 | 1.00000000 | 188.000000 |
| TV_C | 6710 | 21.6837556 | 31.2063675 | 1.00000000 | 267.000000 |
| TV_TOT | 25207 | 35.4718134 | 48.9557395 | 1.00000000 | 550.000000 |
| DAY=WEEKDAY 6-8PM ---------- | | | | | |
| TV_JM | 997 | 39.2908726 | 37.3537261 | 2.00000000 | 250.000000 |
| TV_F | 1688 | 21.9911137 | 20.2803538 | 2.00000000 | 100.000000 |
| TV_C | 843 | 26.5421115 | 81.7080230 | 1.00000000 | 496.000000 |
| TV_TOT | 3775 | 30.8643709 | 48.5761127 | 2.00000000 | 498.000000 |

CAMBRIDGE SYSTEMATICS, INC.

1980 SHOPPERS
MEAN VALUE OF PURCHASES MADE

| VARIABLE | N | MEAN | STANDARD DEVIATION | MINIMUM VALUE | MAXIMUM VALUE |
|---|---|---|---|---|---|
| DAY=WEEKDAY 10-4PM AGE=UNDER 16 | | | | | |
| TV_JM | 211 | 32.9383886 | 8.8946745 | 5.00000000 | 41.0000000 |
| TV_F | 189 | 15.7354497 | 8.3503002 | 8.00000000 | 26.0000000 |
| TV_C | 183 | 24.7377049 | 4.6842088 | 3.00000000 | 32.0000000 |
| TV_TOT | 555 | 30.1567568 | 10.7865207 | 1.00000000 | 42.0000000 |
| DAY=WEEKDAY 10-4PM AGE=16 - 24 | | | | | |
| TV_JM | 1315 | 16.8980989 | 23.4660340 | 1.00000000 | 90.000000 |
| TV_F | 2773 | 28.3988460 | 32.8617006 | 3.00000000 | 180.000000 |
| TV_C | 2265 | 21.1916115 | 29.7844201 | 1.00000000 | 210.000000 |
| TV_TOT | 7659 | 26.0980546 | 42.6187392 | 1.00000000 | 402.000000 |
| DAY=WEEKDAY 10-4PM AGE=25 - 34 | | | | | |
| TV_JM | 1494 | 34.5983936 | 23.0071051 | 6.00000000 | 160.000000 |
| TV_F | 2659 | 32.1113200 | 33.4722522 | 1.00000000 | 188.000000 |
| TV_C | 1472 | 21.3620924 | 28.7920178 | 1.00000000 | 267.000000 |
| TV_TOT | 6044 | 35.4571476 | 50.2205361 | 1.00000000 | 550.000000 |
| DAY=WEEKDAY 10-4PM AGE=35 - 44 | | | | | |
| TV_JM | 351 | 23.1994302 | 12.6993858 | 4.00000000 | 60.000000 |
| TV_F | 1393 | 24.3941134 | 21.1720279 | 4.00000000 | 100.000000 |
| TV_C | 505 | 12.9306931 | 8.6850280 | 1.00000000 | 23.000000 |
| TV_TOT | 2856 | 35.2794118 | 32.1917364 | 1.00000000 | 114.000000 |
| DAY=WEEKDAY 10-4PM AGE=45 - 64 | | | | | |
| TV_JM | 1467 | 24.9509202 | 17.0747587 | 3.00000000 | 100.000000 |
| TV_F | 2439 | 28.0963510 | 22.9814666 | 1.00000000 | 100.000000 |
| TV_C | 1014 | 19.6005917 | 32.0838801 | 1.00000000 | 200.000000 |
| TV_TOT | 5104 | 48.2090517 | 61.5002552 | 1.00000000 | 274.000000 |
| DAY=WEEKDAY 10-4PM AGE=65+ | | | | | |
| TV_JM | 785 | 19.7808917 | 10.4724075 | 3.00000000 | 60.000000 |
| TV_F | 1025 | 31.5463415 | 23.5445897 | 1.00000000 | 81.000000 |
| TV_C | 941 | 4.1997875 | 3.8371698 | 1.00000000 | 50.000000 |
| TV_TOT | 2308 | 29.8912478 | 39.9058912 | 1.00000000 | 300.000000 |

CAMBRIDGE SYSTEMATICS, INC.

1980 SHOPPERS
MEAN VALUE OF PURCHASES MADE

| VARIABLE | N | MEAN | STANDARD DEVIATION | MINIMUM VALUE | MAXIMUM VALUE |
|---|---|---|---|---|---|
| DAY=WEEKDAY 6-8PM AGE=16 - 24 | | | | | |
| TV_JM | 337 | 71.7329377 | 38.2409328 | 16.0000000 | 100.000000 |
| TV_F | 725 | 18.3806897 | 19.0620870 | 2.0000000 | 65.000000 |
| TV_C | 284 | 26.0387324 | 17.3897917 | 1.0000000 | 50.000000 |
| TV_TOT | 1336 | 36.8809880 | 40.0309064 | 2.0000000 | 155.000000 |
| DAY=WEEKDAY 6-8PM AGE=25 - 34 | | | | | |
| TV_JM | 320 | 20.8906250 | 19.3836996 | 3.00000000 | 75.000000 |
| TV_F | 552 | 27.1086957 | 24.6919856 | 5.00000000 | 100.000000 |
| TV_C | 122 | 13.2868852 | 5.6925056 | 9.00000000 | 25.000000 |
| TV_TOT | 1240 | 22.4596774 | 21.3369899 | 3.00000000 | 100.000000 |
| DAY=WEEKDAY 6-8PM AGE=35 - 44 | | | | | |
| TV_JM | 195 | 15.9333333 | 8.7018582 | 2.00000000 | 26.0000000 |
| TV_F | 263 | 18.8631179 | 12.2214104 | 8.00000000 | 40.0000000 |
| TV_C | 176 | 2.4772727 | 0.5009083 | 2.00000000 | 3.0000000 |
| TV_TOT | 563 | 24.1634103 | 25.9844248 | 2.00000000 | 98.0000000 |
| DAY=WEEKDAY 6-8PM AGE=45 - 64 | | | | | |
| TV_JM | 4 | 250.000000 | 0.0000000 | 250.000000 | 250.000000 |
| TV_F | 124 | 29.274194 | 12.4915182 | 2.000000 | 50.000000 |
| TV_C | 0 | . | . | . | . |
| TV_TOT | 219 | 31.954338 | 33.9033667 | 5.000000 | 261.000000 |
| DAY=WEEKDAY 6-8PM AGE=65+ | | | | | |
| TV_JM | 141 | 29.8368794 | 5.4793432 | 25.0000000 | 36.0000000 |
| TV_F | 24 | 10.0000000 | 0.0000000 | 10.0000000 | 10.0000000 |
| TV_C | 237 | 4.2995781 | 2.7275509 | 3.0000000 | 10.0000000 |
| TV_TOT | 358 | 16.7486034 | 16.7540600 | 3.0000000 | 41.0000000 |

CAMBRIDGE SYSTEMATICS, INC.

1980 SHOPPERS
MEAN VALUE OF PURCHASES MADE

| VARIABLE | N | MEAN | STANDARD DEVIATION | MINIMUM VALUE | MAXIMUM VALUE |
|---|---|---|---|---|---|
| DAY=SATURDAY AGE=UNDER 16 | | | | | |
| TV_JM | 341 | 34.6480938 | 2.8890113 | 11.0000000 | 35.0000000 |
| TV_F | 5 | 7.0000000 | 0.0000000 | 7.0000000 | 7.0000000 |
| TV_C | 203 | 8.0000000 | 0.0000000 | 8.0000000 | 8.0000000 |
| TV_TOT | 619 | 27.8319871 | 17.6920130 | 8.0000000 | 44.0000000 |
| DAY=SATURDAY AGE=16 - 24 | | | | | |
| TV_JM | 1442 | 19.7808599 | 10.6234115 | 4.00000000 | 50.000000 |
| TV_F | 3185 | 20.2395604 | 19.5811690 | 3.00000000 | 84.000000 |
| TV_C | 2120 | 23.5943396 | 11.3475103 | 6.00000000 | 50.000000 |
| TV_TOT | 6550 | 26.1890076 | 19.2026427 | 1.00000000 | 129.000000 |
| DAY=SATURDAY AGE=25 - 34 | | | | | |
| TV_JM | 2571 | 28.5223648 | 18.6722652 | 1.00000000 | 100.000000 |
| TV_F | 4082 | 24.5499755 | 17.4129705 | 1.00000000 | 70.000000 |
| TV_C | 1712 | 11.5356308 | 12.4300927 | 1.00000000 | 60.000000 |
| TV_TOT | 9798 | 29.5149010 | 37.1996225 | 1.00000000 | 200.000000 |
| DAY=SATURDAY AGE=35 - 44 | | | | | |
| TV_JM | 1106 | 21.3896926 | 25.7106954 | 4.00000000 | 100.000000 |
| TV_F | 2940 | 31.9700680 | 20.3508806 | 6.00000000 | 65.000000 |
| TV_C | 1478 | 21.5669824 | 35.8360336 | 3.00000000 | 100.000000 |
| TV_TOT | 4376 | 36.8711152 | 29.9790377 | 2.00000000 | 100.000000 |
| DAY=SATURDAY AGE=45 - 64 | | | | | |
| TV_JM | 608 | 58.7401316 | 40.8569841 | 2.00000000 | 100.000000 |
| TV_F | 1530 | 17.0633987 | 12.5398736 | 2.00000000 | 40.000000 |
| TV_C | 1921 | 9.9198334 | 6.0664572 | 1.00000000 | 70.000000 |
| TV_TOT | 3975 | 22.7401258 | 32.3390932 | 1.00000000 | 130.000000 |
| DAY=SATURDAY AGE=65+ | | | | | |
| TV_JM | 1268 | 29.5504732 | 8.0941466 | 4.0000000 | 35.0000000 |
| TV_F | 1996 | 45.4233467 | 24.4484755 | 10.0000000 | 75.0000000 |
| TV_C | 1215 | 6.8230453 | 3.3872708 | 2.0000000 | 10.0000000 |
| TV_TOT | 3603 | 42.0457952 | 26.5530670 | 1.0000000 | 75.0000000 |

CAMBRIDGE SYSTEMATICS, INC.

1980 SHOPPERS
MEAN VALUE OF PURCHASES MADE
DAY=WEEKDAY 10-4PM HOUSEHOLD INCOME=0-$5,999

| VARIABLE | N | MEAN | STANDARD DEVIATION | MINIMUM VALUE | MAXIMUM VALUE |
|---|---|---|---|---|---|
| TV_JM | 353 | 19.9660057 | 9.8349435 | 3.00000000 | 60.0000000 |
| TV_F | 920 | 25.7097826 | 23.6527175 | 1.00000000 | 81.0000000 |
| TV_C | 986 | 14.2312373 | 11.6068104 | 1.00000000 | 35.0000000 |
| TV_TOT | 2426 | 23.8066777 | 21.4403255 | 1.00000000 | 85.0000000 |

DAY=WEEKDAY 10-4PM HOUSEHOLD INCOME=$6,000 - 11,999 ----------

| | | | | | |
|---|---|---|---|---|---|
| TV_JM | 500 | 19.2140000 | 11.4382635 | 3.00000000 | 50.000000 |
| TV_F | 943 | 18.8685048 | 15.4282014 | 1.00000000 | 80.000000 |
| TV_C | 609 | 12.1100164 | 25.2734268 | 1.00000000 | 200.000000 |
| TV_TOT | 3037 | 43.8182417 | 74.5482214 | 1.00000000 | 350.000000 |

DAY=WEEKDAY 10-4PM HOUSEHOLD INCOME=$12,000 - 17,999 ----------

| | | | | | |
|---|---|---|---|---|---|
| TV_JM | 1621 | 27.4275139 | 19.1523897 | 3.00000000 | 70.000000 |
| TV_F | 2167 | 31.0922935 | 25.2821889 | 1.00000000 | 100.000000 |
| TV_C | 1363 | 22.6382979 | 29.5932122 | 1.00000000 | 267.000000 |
| TV_TOT | 5424 | 36.7018805 | 45.8905949 | 1.00000000 | 402.000000 |

DAY=WEEKDAY 10-4PM HOUSEHOLD INCOME=$18,000 - 29,999 ----------

| | | | | | |
|---|---|---|---|---|---|
| TV_JM | 1524 | 24.4494751 | 22.3063654 | 2.00000000 | 100.000000 |
| TV_F | 2827 | 24.2702511 | 19.2013535 | 1.00000000 | 125.000000 |
| TV_C | 724 | 12.1988950 | 19.8830383 | 1.00000000 | 61.000000 |
| TV_TOT | 5000 | 30.5926000 | 36.2259671 | 1.00000000 | 300.000000 |

DAY=WEEKDAY 10-4PM HOUSEHOLD INCOME=$30,000+ ----------

| | | | | | |
|---|---|---|---|---|---|
| TV_JM | 888 | 29.8310811 | 28.7943112 | 3.00000000 | 160.000000 |
| TV_F | 2275 | 38.7696703 | 42.1728200 | 2.00000000 | 188.000000 |
| TV_C | 1138 | 15.4630931 | 24.8917613 | 1.00000000 | 130.000000 |
| TV_TOT | 4356 | 44.2380624 | 60.3166199 | 1.00000000 | 550.000000 |

CAMBRIDGE SYSTEMATICS, INC.

1980 SHOPPERS
MEAN VALUE OF PURCHASES MADE

| VARIABLE | N | MEAN | STANDARD DEVIATION | MINIMUM VALUE | MAXIMUM VALUE |
|---|---|---|---|---|---|
| DAY=WEEKDAY 6-8PM HOUSEHOLD INCOME=0-$5,999 ---------- | | | | | |
| TV_JM | 106 | 31.4339623 | 5.4458702 | 25.0000000 | 36.0000000 |
| TV_F | 193 | 2.0000000 | 0.0000000 | 2.0000000 | 2.0000000 |
| TV_C | 53 | 12.5471698 | 5.6859004 | 10.0000000 | 25.0000000 |
| TV_TOT | 412 | 17.4199029 | 16.6413694 | 2.0000000 | 41.0000000 |
| DAY=WEEKDAY 6-8PM HOUSEHOLD INCOME=$6,000 - 11,999 | | | | | |
| TV_JM | 170 | 40.0117647 | 34.4840222 | 25.0000000 | 250.000000 |
| TV_F | 31 | 9.4516129 | 5.2967834 | 2.0000000 | 15.000000 |
| TV_C | 209 | 13.0717703 | 3.9038464 | 9.0000000 | 18.000000 |
| TV_TOT | 610 | 19.2196721 | 24.3731448 | 3.0000000 | 261.000000 |
| DAY=WEEKDAY 6-8PM HOUSEHOLD INCOME=$12,000 - 17,999 ---------- | | | | | |
| TV_JM | 239 | 11.5899582 | 10.2144682 | 3.00000000 | 35.0000000 |
| TV_F | 389 | 28.5295630 | 19.0134861 | 5.00000000 | 65.0000000 |
| TV_C | 230 | 6.0173913 | 6.9727888 | 3.00000000 | 25.0000000 |
| TV_TOT | 862 | 20.4350348 | 20.0265173 | 3.00000000 | 65.0000000 |
| DAY=WEEKDAY 6-8PM HOUSEHOLD INCOME=$18,000 - 29,999 ---------- | | | | | |
| TV_JM | 0 | . | . | . | . |
| TV_F | 362 | 26.0110497 | 12.7372723 | 8.00000000 | 40.0000000 |
| TV_C | 0 | . | . | . | . |
| TV_TOT | 508 | 28.5807087 | 17.5851656 | 5.00000000 | 67.0000000 |
| DAY=WEEKDAY 6-8PM HOUSEHOLD INCOME=$30,000+ ---------- | | | | | |
| TV_JM | 325 | 66.6307692 | 42.0410474 | 2.0000000 | 100.000000 |
| TV_F | 385 | 14.1714286 | 8.5340442 | 10.0000000 | 50.000000 |
| TV_C | 303 | 18.6996700 | 21.2608889 | 2.0000000 | 50.000000 |
| TV_TOT | 832 | 40.8052885 | 43.0198854 | 2.0000000 | 110.000000 |

CAMBRIDGE SYSTEMATICS, INC.

1980 SHOPPERS
MEAN VALUE OF PURCHASES MADE

| VARIABLE | N | MEAN | STANDARD DEVIATION | MINIMUM VALUE | MAXIMUM VALUE |
|---|---|---|---|---|---|
| DAY=SATURDAY HOUSEHOLD INCOME=0-$5,999 | | | | | |
| TV_JM | 211 | 16.3033175 | 5.5705808 | 15.0000000 | 40.0000000 |
| TV_F | 322 | 36.3819876 | 19.5159505 | 20.0000000 | 65.0000000 |
| TV_C | 338 | 24.0828402 | 4.9224492 | 20.0000000 | 30.0000000 |
| TV_TOT | 1834 | 19.6864776 | 21.4190355 | 1.0000000 | 85.0000000 |
| DAY=SATURDAY HOUSEHOLD INCOME=$6,000 - 11,999 | | | | | |
| TV_JM | 1963 | 25.0978095 | 20.2720943 | 1.00000000 | 100.000000 |
| TV_F | 2901 | 17.6018614 | 9.0800872 | 2.00000000 | 35.000000 |
| TV_C | 3392 | 21.5984670 | 25.4271043 | 4.00000000 | 100.000000 |
| TV_TOT | 6422 | 30.0010900 | 28.4532666 | 1.00000000 | 100.000000 |
| DAY=SATURDAY HOUSEHOLD INCOME=$12,000 - 17,999 | | | | | |
| TV_JM | 1774 | 18.8709132 | 11.1123940 | 4.00000000 | 50.000000 |
| TV_F | 3159 | 25.9094650 | 20.8374853 | 8.00000000 | 79.000000 |
| TV_C | 502 | 16.1374502 | 8.8253758 | 6.00000000 | 70.000000 |
| TV_TOT | 6381 | 21.3602884 | 21.2412501 | 1.00000000 | 129.000000 |
| DAY=SATURDAY HOUSEHOLD INCOME=$18,000 - 29,999 | | | | | |
| TV_JM | 484 | 34.6880165 | 33.4418902 | 6.00000000 | 75.0000000 |
| TV_F | 2811 | 45.9089292 | 28.1734377 | 8.00000000 | 84.0000000 |
| TV_C | 1327 | 9.8568199 | 13.2876516 | 1.00000000 | 50.0000000 |
| TV_TOT | 5014 | 33.9782609 | 30.7644430 | 1.00000000 | 92.0000000 |
| DAY=SATURDAY HOUSEHOLD INCOME=$30,000+ | | | | | |
| TV_JM | 485 | 15.6804124 | 10.3406308 | 9.00000000 | 32.000000 |
| TV_F | 2030 | 26.5418719 | 14.0496890 | 1.00000000 | 55.000000 |
| TV_C | 790 | 5.8810127 | 7.8418150 | 1.00000000 | 45.000000 |
| TV_TOT | 2618 | 52.6371276 | 54.9135537 | 1.00000000 | 200.000000 |

CAMBRIDGE SYSTEMATICS, INC.

1980 SHOPPERS
MEAN VALUE OF PURCHASES MADE

| VARIABLE | N | MEAN | STANDARD DEVIATION | MINIMUM VALUE | MAXIMUM VALUE |
|---|---|---|---|---|---|
| DAY=WEEKDAY 10-4PM SEX=MALE | | | | | |
| TV_JM | 1290 | 25.1534884 | 26.0784400 | 2.00000000 | 160.000000 |
| TV_F | 2706 | 35.3196600 | 37.2929676 | 1.00000000 | 180.000000 |
| TV_C | 2152 | 27.8982342 | 35.3561459 | 1.00000000 | 200.000000 |
| TV_TOT | 7964 | 48.9088398 | 66.1787295 | 1.00000000 | 550.000000 |
| DAY=WEEKDAY 10-4PM SEX=FEMALE | | | | | |
| TV_JM | 4166 | 24.8742199 | 18.8249030 | 1.00000000 | 100.000000 |
| TV_F | 7694 | 27.0185859 | 24.5555749 | 1.00000000 | 188.000000 |
| TV_C | 4538 | 18.7855884 | 28.6327878 | 1.00000000 | 267.000000 |
| TV_TOT | 16730 | 29.4258816 | 37.2791687 | 1.00000000 | 402.000000 |

1980 SHOPPERS
MEAN VALUE OF PURCHASES MADE
DAY=WEEKDAY 6-8PM SEX=MALE

| VARIABLE | N | MEAN | STANDARD DEVIATION | MINIMUM VALUE | MAXIMUM VALUE |
|---|---|---|---|---|---|
| TV_JM | 230 | 21.6956522 | 28.5585812 | 3.00000000 | 100.000000 |
| TV_F | 562 | 16.5996441 | 8.6291096 | 8.00000000 | 40.000000 |
| TV_C | 110 | 14.7272727 | 7.3283527 | 1.00000000 | 20.000000 |
| TV_TOT | 1034 | 23.2688588 | 27.8918749 | 3.00000000 | 155.000000 |
| DAY=WEEKDAY 6-8PM SEX=FEMALE | | | | | |
| TV_JM | 767 | 44.5671447 | 38.0735562 | 2.00000000 | 250.000000 |
| TV_F | 1093 | 25.1912168 | 23.7797632 | 2.00000000 | 100.000000 |
| TV_C | 733 | 28.3151432 | 87.4490344 | 2.00000000 | 496.000000 |
| TV_TOT | 2708 | 34.0321270 | 54.3586314 | 2.00000000 | 498.000000 |
| DAY=SATURDAY SEX=MALE | | | | | |
| TV_JM | 1782 | 28.2850730 | 25.8072498 | 1.00000000 | 100.000000 |
| TV_F | 3790 | 33.2939314 | 27.9354087 | 4.00000000 | 84.000000 |
| TV_C | 1782 | 14.6273850 | 16.3931996 | 1.00000000 | 70.000000 |
| TV_TOT | 7074 | 31.8218830 | 29.5353421 | 1.00000000 | 129.000000 |
| DAY=SATURDAY SEX=FEMALE | | | | | |
| TV_JM | 4664 | 25.2877358 | 22.7502918 | 1.00000000 | 100.000000 |
| TV_F | 8621 | 25.8620810 | 19.0573107 | 1.00000000 | 70.000000 |
| TV_C | 6864 | 15.2266900 | 18.7818185 | 1.00000000 | 100.000000 |
| TV_TOT | 19529 | 29.9510984 | 33.3256623 | 1.00000000 | 200.000000 |

CAMBRIDGE SYSTEMATICS, INC.

1978 SHOPPERS
MEAN VALUE OF PURCHASES MADE
DAY=SATURDAY

| VARIABLE | N | MEAN | STANDARD DEVIATION | MINIMUM VALUE | MAXIMUM VALUE |
|---|---|---|---|---|---|
| TV_JM | 10507 | 23.4406586 | 31.0849621 | 1.00000000 | 150.000000 |
| TV_F | 15880 | 30.9389798 | 32.0862202 | 1.00000000 | 200.000000 |
| TV_TOT | 32057 | 36.5347974 | 49.7594091 | 1.00000000 | 500.000000 |

DAY=WEEKDAY 10-4PM ----------

| | | | | | |
|---|---|---|---|---|---|
| TV_JM | 4439 | 46.9448074 | 76.477773 | 1.00000000 | 500.00000 |
| TV_F | 9066 | 25.1353408 | 28.167737 | 1.00000000 | 183.00000 |
| TV_TOT | 21308 | 39.9380984 | 104.823283 | 1.00000000 | 1050.00000 |

DAY=WEEKDAY 6-8PM ----------

| | | | | | |
|---|---|---|---|---|---|
| TV_JM | 1311 | 25.0983982 | 24.2416635 | 1.00000000 | 130.000000 |
| TV_F | 3140 | 30.1847134 | 38.8154194 | 2.00000000 | 200.000000 |
| TV_TOT | 5239 | 33.3842336 | 48.6759424 | 1.00000000 | 480.000000 |

COMMAND?

CAMBRIDGE SYSTEMATICS, INC.

1978 SHOPPERS
MEAN VALUE OF PURCHASES MADE

| VARIABLE | N | MEAN | STANDARD DEVIATION | MINIMUM VALUE | MAXIMUM VALUE |
|---|---|---|---|---|---|
| DAY=WEEKDAY 10-4PM AGE=16 - 24 | | | | | |
| TV_JM | 1143 | 39.5564304 | 64.6433304 | 1.00000000 | 400.000000 |
| TV_F | 2713 | 19.5705861 | 22.9911065 | 2.00000000 | 115.000000 |
| TV_TOT | 6086 | 28.8669077 | 51.6012717 | 1.00000000 | 423.000000 |
| DAY=WEEKDAY 10-4PM AGE=25 - 34 | | | | | |
| TV_JM | 1210 | 56.6685950 | 74.2883530 | 1.00000000 | 250.000000 |
| TV_F | 2053 | 23.5547979 | 19.9513673 | 3.00000000 | 95.000000 |
| TV_TOT | 5901 | 26.4070497 | 41.9129733 | 1.00000000 | 253.000000 |
| DAY=WEEKDAY 10-4PM AGE=35 - 44 | | | | | |
| TV_JM | 377 | 29.1299735 | 25.891582 | 5.00000000 | 100.00000 |
| TV_F | 1739 | 40.0201265 | 46.037074 | 5.00000000 | 183.00000 |
| TV_TOT | 2916 | 99.3991770 | 238.169079 | 1.00000000 | 1050.00000 |
| DAY=WEEKDAY 10-4PM AGE=45 - 64 | | | | | |
| TV_JM | 1181 | 32.7087214 | 64.6898585 | 1.00000000 | 500.000000 |
| TV_F | 1651 | 23.3476681 | 15.8393151 | 4.00000000 | 65.000000 |
| TV_TOT | 4538 | 31.0678713 | 63.3813969 | 1.00000000 | 550.000000 |
| DAY=WEEKDAY 10-4PM AGE=65+ | | | | | |
| TV_JM | 247 | 16.5101215 | 11.8619643 | 2.00000000 | 50.000000 |
| TV_F | 461 | 16.5618221 | 12.5929145 | 1.00000000 | 31.000000 |
| TV_TOT | 1187 | 27.3142376 | 36.8763920 | 1.00000000 | 220.000000 |

CAMBRIDGE SYSTEMATICS, INC.

1978 SHOPPERS
MEAN VALUE OF PURCHASES MADE
DAY=WEEKDAY 6-8PM AGE=16 - 24

| VARIABLE | N | MEAN | STANDARD DEVIATION | MINIMUM VALUE | MAXIMUM VALUE |
|---|---|---|---|---|---|
| TV_JM | 482 | 24.6680498 | 15.2945364 | 1.00000000 | 50.000000 |
| TV_F | 711 | 46.4992968 | 47.9163554 | 4.00000000 | 150.000000 |
| TV_TOT | 1475 | 38.8630508 | 43.1781072 | 1.00000000 | 198.000000 |

DAY=WEEKDAY 6-8PM AGE=25 - 34 ----------

| | | | | | |
|---|---|---|---|---|---|
| TV_JM | 426 | 31.0633803 | 35.3048335 | 1.00000000 | 130.000000 |
| TV_F | 1323 | 24.7770219 | 29.0762629 | 2.00000000 | 100.000000 |
| TV_TOT | 2041 | 32.9622734 | 59.0677083 | 3.00000000 | 480.000000 |

DAY=WEEKDAY 6-8PM AGE=35 - 44 ----------

| | | | | | |
|---|---|---|---|---|---|
| TV_JM | 217 | 21.4377880 | 17.0841341 | 5.00000000 | 40.000000 |
| TV_F | 204 | 30.8578431 | 21.8790763 | 5.00000000 | 65.000000 |
| TV_TOT | 538 | 30.3940520 | 32.7556401 | 1.00000000 | 169.000000 |

DAY=WEEKDAY 6-8PM AGE=45 - 64 ----------

| | | | | | |
|---|---|---|---|---|---|
| TV_JM | 145 | 9.7034483 | 1.4583292 | 7.00000000 | 12.000000 |
| TV_F | 719 | 16.7732962 | 18.6838544 | 2.00000000 | 125.000000 |
| TV_TOT | 830 | 22.8903614 | 24.5815897 | 3.00000000 | 125.000000 |

CAMBRIDGE SYSTEMATICS, INC.

1978 SHOPPERS
MEAN VALUE OF PURCHASES MADE

| VARIABLE | N | MEAN | STANDARD DEVIATION | MINIMUM VALUE | MAXIMUM VALUE |
|---|---|---|---|---|---|
| DAY=SATURDAY AGE=16 - 24 | | | | | |
| TV_JM | 2220 | 15.2351351 | 17.3208367 | 2.00000000 | 130.000000 |
| TV_F | 3792 | 38.8370253 | 43.0169655 | 1.00000000 | 200.000000 |
| TV_TOT | 9265 | 43.1412844 | 42.8588100 | 2.00000000 | 200.000000 |
| DAY=SATURDAY AGE=25 - 34 | | | | | |
| TV_JM | 2224 | 29.0548561 | 43.1621831 | 2.00000000 | 150.000000 |
| TV_F | 2386 | 45.5427494 | 42.0644815 | 2.00000000 | 120.000000 |
| TV_TOT | 6059 | 47.5022281 | 88.7344411 | 1.00000000 | 500.000000 |
| DAY=SATURDAY AGE=35 - 44 | | | | | |
| TV_JM | 3098 | 30.5090381 | 38.1421396 | 2.00000000 | 150.000000 |
| TV_F | 2240 | 27.3598214 | 25.1035371 | 5.00000000 | 100.000000 |
| TV_TOT | 5597 | 32.2983741 | 34.9970532 | 1.00000000 | 150.000000 |
| DAY=SATURDAY AGE=45 - 64 | | | | | |
| TV_JM | 1979 | 17.0520465 | 11.6185071 | 1.00000000 | 35.000000 |
| TV_F | 4648 | 28.6663081 | 20.8586162 | 2.00000000 | 100.000000 |
| TV_TOT | 6927 | 30.2267937 | 18.5263808 | 1.00000000 | 100.000000 |
| DAY=SATURDAY AGE=65+ | | | | | |
| TV_JM | 721 | 19.0818308 | 11.9371137 | 3.0000000 | 30.000000 |
| TV_F | 1203 | 16.4704904 | 7.2710594 | 10.0000000 | 30.000000 |
| TV_TOT | 1861 | 28.5341214 | 36.7511618 | 2.0000000 | 265.000000 |

CAMBRIDGE SYSTEMATICS, INC.

1978 SHOPPERS
MEAN VALUE OF PURCHASES MADE

| VARIABLE | N | MEAN | STANDARD DEVIATION | MINIMUM VALUE | MAXIMUM VALUE |
|---|---|---|---|---|---|
| DAY=WEEKDAY 10-4PM HOUSEHOLD INCOME=0-$5,999 ---------- | | | | | |
| TV_JM | 211 | 39.1327014 | 32.5978589 | 2.00000000 | 100.000000 |
| TV_F | 1161 | 18.7674419 | 11.5666438 | 5.00000000 | 40.000000 |
| TV_TOT | 2025 | 26.0972840 | 58.3224894 | 1.00000000 | 423.000000 |
| DAY=WEEKDAY 10-4PM HOUSEHOLD INCOME=$6,000 - 11,999 | | | | | |
| TV_JM | 280 | 30.4250000 | 39.2327137 | 1.00000000 | 143.000000 |
| TV_F | 681 | 11.1674009 | 9.7335771 | 3.00000000 | 30.000000 |
| TV_TOT | 2405 | 20.3022869 | 29.2450434 | 1.00000000 | 143.000000 |
| DAY=WEEKDAY 10-4PM HOUSEHOLD INCOME=$12,000 - 17,999 ---------- | | | | | |
| TV_JM | 1066 | 30.0018762 | 67.9553844 | 2.00000000 | 500.000000 |
| TV_F | 1933 | 24.1453699 | 25.0845171 | 5.00000000 | 115.000000 |
| TV_TOT | 4472 | 33.7656530 | 54.5404428 | 1.00000000 | 500.000000 |
| DAY=WEEKDAY 10-4PM HOUSEHOLD INCOME=$18,000 - 29,999 ---------- | | | | | |
| TV_JM | 1448 | 52.8570442 | 67.4478140 | 1.00000000 | 250.000000 |
| TV_F | 1681 | 24.4378346 | 18.9538247 | 2.00000000 | 80.000000 |
| TV_TOT | 5364 | 32.7186801 | 43.3608213 | 1.00000000 | 253.000000 |
| DAY=WEEKDAY 10-4PM HOUSEHOLD INCOME=$30,000+ ---------- | | | | | |
| TV_JM | 839 | 34.8259833 | 73.485964 | 1.00000000 | 400.00000 |
| TV_F | 2030 | 37.4221675 | 44.638790 | 2.00000000 | 183.00000 |
| TV_TOT | 4026 | 72.6892697 | 207.858411 | 1.00000000 | 1050.00000 |

CAMBRIDGE SYSTEMATICS, INC.

1978 SHOPPERS
MEAN VALUE OF PURCHASES MADE

| VARIABLE | N | MEAN | STANDARD DEVIATION | MINIMUM VALUE | MAXIMUM VALUE |
|---|---|---|---|---|---|
| DAY=WEEKDAY 6-8PM HOUSEHOLD INCOME=$6,000 - 11,999 ---------- | | | | | |
| TV_JM | 285 | 26.4912281 | 10.9581837 | 6.00000000 | 39.0000000 |
| TV_F | 716 | 14.9664804 | 7.8955768 | 5.00000000 | 30.0000000 |
| TV_TOT | 1240 | 19.0427419 | 13.3142539 | 1.00000000 | 39.0000000 |
| DAY=WEEKDAY 6-8PM HOUSEHOLD INCOME=$12,000 - 17,999 ---------- | | | | | |
| TV_JM | 452 | 17.9823009 | 14.1519986 | 1.00000000 | 40.000000 |
| TV_F | 1071 | 30.6311858 | 42.3899269 | 2.00000000 | 150.000000 |
| TV_TOT | 1666 | 34.9111645 | 65.9470661 | 1.00000000 | 480.000000 |
| DAY=WEEKDAY 6-8PM HOUSEHOLD INCOME=$18,000 - 29,999 | | | | | |
| TV_JM | 194 | 23.2938144 | 21.5293814 | 5.0000000 | 50.000000 |
| TV_F | 460 | 47.8586957 | 35.6430444 | 10.0000000 | 100.000000 |
| TV_TOT | 836 | 40.2619617 | 37.3134904 | 3.0000000 | 169.000000 |
| DAY=WEEKDAY 6-8PM HOUSEHOLD INCOME=$30,000+ ---------- | | | | | |
| TV_JM | 298 | 18.9765101 | 13.9519179 | 2.00000000 | 45.000000 |
| TV_F | 675 | 26.0874074 | 29.3733221 | 2.00000000 | 126.000000 |
| TV_TOT | 894 | 40.3993289 | 42.5064970 | 3.00000000 | 198.000000 |

CAMBRIDGE SYSTEMATICS, INC.

1978 SHOPPERS
MEAN VALUE OF PURCHASES MADE

| VARIABLE | N | MEAN | STANDARD DEVIATION | MINIMUM VALUE | MAXIMUM VALUE |
|---|---|---|---|---|---|
| DAY=SATURDAY HOUSEHOLD INCOME=0-$5,999 | | | | | |
| TV_JM | 510 | 22.9901961 | 2.4538775 | 20.0000000 | 25.0000000 |
| TV_F | 1630 | 16.2699387 | 8.2542184 | 1.0000000 | 30.0000000 |
| TV_TOT | 4517 | 16.8038521 | 14.8723846 | 2.0000000 | 54.0000000 |
| DAY=SATURDAY HOUSEHOLD INCOME=$6,000 - 11,999 | | | | | |
| TV_JM | 1563 | 8.5591811 | 4.9169333 | 2.0000000 | 20.0000000 |
| TV_F | 1679 | 25.1846337 | 12.9243873 | 10.0000000 | 50.0000000 |
| TV_TOT | 3205 | 26.8911076 | 20.4050203 | 2.0000000 | 91.0000000 |
| DAY=SATURDAY HOUSEHOLD INCOME=$12,000 - 17,999 | | | | | |
| TV_JM | 2145 | 26.2587413 | 39.2575535 | 1.00000000 | 150.000000 |
| TV_F | 2941 | 22.1468888 | 11.8090324 | 5.00000000 | 45.000000 |
| TV_TOT | 5490 | 42.9491803 | 39.5342552 | 1.00000000 | 150.000000 |
| DAY=SATURDAY HOUSEHOLD INCOME=$18,000 - 29,999 | | | | | |
| TV_JM | 3895 | 29.6377407 | 36.9118449 | 2.00000000 | 150.000000 |
| TV_F | 3983 | 45.2621140 | 43.2179261 | 2.00000000 | 150.000000 |
| TV_TOT | 10090 | 42.6074331 | 69.3938084 | 1.00000000 | 500.000000 |
| DAY=SATURDAY HOUSEHOLD INCOME=$30,000+ | | | | | |
| TV_JM | 1120 | 21.0401786 | 15.7170920 | 2.00000000 | 50.000000 |
| TV_F | 3313 | 40.5158467 | 37.6280640 | 2.00000000 | 200.000000 |
| TV_TOT | 4831 | 48.2492238 | 33.9363243 | 2.00000000 | 200.000000 |

CAMBRIDGE SYSTEMATICS, INC.

1978 SHOPPERS
MEAN VALUE OF PURCHASES MADE

DAY=WEEKDAY 10-4PM SEX=MALE

| VARIABLE | N | MEAN | STANDARD DEVIATION | MINIMUM VALUE | MAXIMUM VALUE |
|---|---|---|---|---|---|
| TV_JM | 1367 | 45.3182151 | 86.3280990 | 5.00000000 | 500.000000 |
| TV_F | 1870 | 24.1021390 | 33.9148328 | 1.00000000 | 183.000000 |
| TV_TOT | 7387 | 27.4113984 | 50.1895443 | 1.00000000 | 500.000000 |

DAY=WEEKDAY 10-4PM SEX=FEMALE

| | | | | | |
|---|---|---|---|---|---|
| TV_JM | 2896 | 50.3839779 | 72.930812 | 1.00000000 | 300.00000 |
| TV_F | 6941 | 25.6535081 | 26.829378 | 2.00000000 | 150.00000 |
| TV_TOT | 13356 | 47.4719976 | 126.118794 | 1.00000000 | 1050.00000 |

DAY=WEEKDAY 6-8PM SEX=MALE

| | | | | | |
|---|---|---|---|---|---|
| TV_JM | 754 | 29.2758621 | 28.8943816 | 2.00000000 | 130.000000 |
| TV_F | 1003 | 39.7517448 | 49.2109718 | 2.00000000 | 200.000000 |
| TV_TOT | 2091 | 42.6202774 | 66.3216553 | 1.00000000 | 480.000000 |

DAY=WEEKDAY 6-8PM SEX=FEMALE

| VARIABLE | N | MEAN | STANDARD DEVIATION | MINIMUM VALUE | MAXIMUM VALUE |
|---|---|---|---|---|---|
| TV_JM | 516 | 17.6511628 | 13.0477249 | 1.00000000 | 45.000000 |
| TV_F | 2096 | 25.8645038 | 32.1446575 | 5.00000000 | 150.000000 |
| TV_TOT | 3107 | 26.8303830 | 30.4448538 | 1.00000000 | 169.000000 |

DAY=SATURDAY SEX=MALE

| | | | | | |
|---|---|---|---|---|---|
| TV_JM | 3309 | 36.5367180 | 49.6381428 | 2.00000000 | 150.000000 |
| TV_F | 4205 | 36.0349584 | 45.5740420 | 2.00000000 | 200.000000 |
| TV_TOT | 11219 | 36.9323469 | 46.2957730 | 1.00000000 | 265.000000 |

DAY=SATURDAY SEX=FEMALE

| | | | | | |
|---|---|---|---|---|---|
| TV_JM | 6937 | 17.8123108 | 12.8379216 | 1.00000000 | 60.000000 |
| TV_F | 11414 | 28.7400561 | 25.4636559 | 1.00000000 | 120.000000 |
| TV_TOT | 19640 | 37.3930754 | 52.7482492 | 2.00000000 | 500.000000 |

1980 FILENES SHOPPERS

TABLE OF TV_F BY AGE
CONTROLLING FOR DAY=WEEKDAY 10-4PM

TV_F AGE

| FREQUENCY<br>COL PCT | MISSING | UNDER 16 | 16 - 24 | 25 - 34 | 35 - 44 | 45 - 64 | 65+ | TOTAL |
|---|---|---|---|---|---|---|---|---|
| VIS-NO PURCHASE | 742<br>. | 144<br>. | 1763<br>. | 1771<br>. | 605<br>. | 1626<br>. | 864<br>. | . |
| LESS THAN $25 | 54<br>. | 130<br>68.42 | 1818<br>64.92 | 1529<br>56.81 | 978<br>69.41 | 1412<br>57.22 | 402<br>38.76 | 6270 |
| $25.01 TO $50 | 17<br>. | 60<br>31.58 | 783<br>27.98 | 733<br>27.23 | 342<br>24.28 | 729<br>29.53 | 471<br>45.41 | 3118 |
| $50.01 TO $100 | 41<br>. | 0<br>0.00 | 103<br>3.67 | 368<br>13.67 | 89<br>6.30 | 327<br>13.25 | 164<br>15.83 | 1351 |
| OVER $100.01 | 0<br>. | 0<br>0.00 | 96<br>3.43 | 62<br>2.29 | 0<br>0.00 | 0<br>0.00 | 0<br>0.00 | 158 |
| TOTAL | . | 191 | 2800 | 2692 | 1410 | 2467 | 1037 | 10597 |

1980 FILMCLS SHOPPERS

TABLE OF TV_F BY AGE
CONTROLLING FOR DAY=WEEKDAY 6-8PM

TV_F AGE

| FREQUENCY<br>COL PCT | MISSING | UNDER 16 | 16 - 24 | 25 - 34 | 35 - 44 | 45 - 64 | 65+ | TOTAL |
|---|---|---|---|---|---|---|---|---|
| VIS-NO PURCHASE | 0<br>. | 0<br>. | 416<br>. | 624<br>. | 173<br>. | 139<br>. | 244<br>. | . |
| LESS THAN $25 | 0<br>. | 0<br>. | 575<br>79.03 | 422<br>75.83 | 159<br>59.61 | 33<br>26.20 | 24<br>100.00 | 1212 |
| $25.01 TO $50 | 0<br>. | 0<br>. | 78<br>10.77 | 83<br>14.98 | 108<br>40.39 | 92<br>73.80 | 0<br>0.00 | 362 |
| $50.01 TO $100 | 0<br>. | 0<br>. | 74<br>10.21 | 51<br>9.19 | 0<br>0.00 | 0<br>0.00 | 0<br>0.00 | 125 |
| OVER $100.01 | 0<br>. | 0<br>. | 0<br>. | 0<br>. | 0<br>. | 0<br>. | 0<br>. | 0 |
| TOTAL | . | . | 727 | 556 | 267 | 125 | 24 | 1700 |

1980 FILENES SHOPPERS

TABLE OF TV_F BY AGE
CONTROLLING FOR DAY=SATURDAY

TV_F AGE

| FREQUENCY<br>COL PCT | MISSING | UNDER 16 | 16 - 24 | 25 - 34 | 35 - 44 | 45 - 64 | 65+ | TOTAL |
|---|---|---|---|---|---|---|---|---|
| VIS-NO PURCHASE | 382<br>. | 208<br>. | 2007<br>. | 2292<br>. | 213<br>. | 1002<br>. | 497<br>. | . |
| LESS THAN $25 | 6<br>. | 6<br>100.00 | 2750<br>86.19 | 2273<br>55.59 | 1455<br>49.38 | 1182<br>77.05 | 675<br>33.75 | 8341 |
| $25.01 TO $50 | 0<br>. | 0<br>0.00 | 217<br>6.79 | 1516<br>37.07 | 805<br>27.33 | 352<br>22.95 | 545<br>27.25 | 3435 |
| $50.01 TO $100 | 101<br>. | 0<br>0.00 | 224<br>7.01 | 300<br>7.34 | 686<br>23.29 | 0<br>0.00 | 779<br>39.00 | 1990 |
| OVER $100.01 | 0<br>. | 0<br>. | 0<br>. | 0<br>. | 0<br>. | 0<br>. | 0<br>. | 0 |
| TOTAL | . | 6 | 3191 | 4090 | 2946 | 1534 | 1999 | 13765 |

1980 FILERES SHOPPERS

TABL OF TV_F BY HHINC
CONTROLLING FOR DAY=WEEKDAY 10-4PM

TV_F HHINC HOUSEHOLD INCOME

| FREQUENCY<br>COL PCT | MISSING | 0-$5,999 | $6,000 -<br>11,999 | $12,000<br>- 17,999 | $18,000<br>- 29,999 | $30,000+ | TOTAL |
|---|---|---|---|---|---|---|---|
| VIS-NO PURCHASE | 1809<br>. | 866<br>. | 1204<br>. | 1473<br>. | 1246<br>. | 922<br>. | . |
| LESS THAN $25 | 993<br>. | 570<br>61.14 | 654<br>68.30 | 1154<br>52.59 | 1796<br>62.94 | 1158<br>50.52 | 5331 |
| $25.01 TO $50 | 263<br>. | 257<br>27.63 | 276<br>28.84 | 775<br>35.31 | 856<br>29.99 | 709<br>30.91 | 2873 |
| $50.01 TO $100 | 224<br>. | 105<br>11.23 | 27<br>2.86 | 266<br>12.11 | 176<br>6.18 | 293<br>12.80 | 867 |
| OVER $100.01 | 0<br>. | 0<br>.00 | 0<br>0.00 | 0<br>0.00 | 25<br>0.89 | 132<br>5.77 | 158 |
| TOTAL | . | 932 | 957 | 2195 | 2853 | 2292 | 9229 |

1980 FILENE'S SHOPPERS

TABLE OF TV_F BY HHINC
CONTROLLING FOR DAY=WEEKDAY 6-8PM

TV_F HHINC HOUSEHOLD INCOME

| FREQUENCY<br>COL PCT | MISSING | 0-$5,999 | $6,000 - 11,999 | $12,000 - 17,999 | $18,000 - 29,999 | $30,000+ | TOTAL |
|---|---|---|---|---|---|---|---|
| VIS-NO PURCHASE | 164<br>. | 86<br>. | 183<br>. | 625<br>. | 197<br>. | 329<br>. | . |
| LESS THAN $25 | 226<br>. | 193<br>100.00 | 33<br>100.00 | 242<br>61.56 | 161<br>44.20 | 357<br>92.69 | 986 |
| $25.01 TO $50 | 53<br>. | 0<br>0.00 | 0<br>0.00 | 77<br>19.56 | 203<br>55.80 | 28<br>7.31 | 308 |
| $50.01 TO $100 | 51<br>. | 0<br>0.00 | 0<br>0.00 | 74<br>18.86 | 0<br>0.00 | 0<br>0.00 | 74 |
| OVER $100.01 | 9<br>. | 0<br>. | 0<br>. | 0<br>. | 0<br>. | 0<br>. | 0 |
| TOTAL | . | 193 | 33 | 393 | 364 | 386 | 1369 |

1980 FILENES SHOPPERS

TABLE OF TV_F BY HHINC
CONTROLLING FOR DAY=SATURDAY

TV_F HHINC HOUSEHOLD INCOME

| FREQUENCY<br>COL PCT | MISSING | 0-$5,999 | $6,000 - 11,999 | $12,000 - 17,999 | $18,000 - 29,999 | $30,000+ | TOTAL |
|---|---|---|---|---|---|---|---|
| VIS-NO PURCHASE | 1941<br>. | 1546<br>. | 1730<br>. | 300<br>. | 704<br>. | 1280<br>. | . |
| LESS THAN $25 | 1918<br>. | 141<br>43.69 | 2417<br>83.16 | 1902<br>60.11 | 933<br>33.15 | 1035<br>50.88 | 6429 |
| $25.01 TO $50 | 610<br>. | 82<br>25.44 | 489<br>16.84 | 664<br>20.99 | 689<br>24.49 | 899<br>44.22 | 2825 |
| $50.01 TO $100 | 101<br>. | 100<br>30.86 | 0<br>0.00 | 598<br>18.90 | 1193<br>42.36 | 100<br>4.90 | 1990 |
| OVER $100.01 | 0<br>. | 0<br>. | 1<br>. | 0<br>. | 0<br>. | 0<br>. | 0 |
| TOTAL | . | 323 | 2907 | 3164 | 2815 | 2034 | 11243 |

1980 FILENES SHOPPERS

TABLE OF TV_F BY SEX
CONTROLLING FOR DAY=WEEKDAY 10-4PM

TV_F SEX

| FREQUENCY<br>COL PCT | MISSING | MALE | FEMALE | TOTAL |
|---|---|---|---|---|
| VIS-NO PURCHASE | 274<br>. | 1683<br>. | 5359<br>. | . |
| LESS THAN $25 | 174<br>. | 1667<br>60.87 | 4483<br>57.63 | 6150 |
| $25.01 TO $50 | 17<br>. | 677<br>24.73 | 2441<br>31.38 | 3118 |
| $51.01 TO $100 | 0<br>. | 298<br>10.89 | 794<br>10.20 | 1092 |
| OVER $100.01 | 0<br>. | 96<br>3.51 | 62<br>0.79 | 158 |
| TOTAL | . | 2739 | 7780 | 10519 |

1980 FILENES SHOPPERS

TABLE OF TV_F BY SEX
CONTROLLING FOR DAY=WEEKDAY 6-8PM

TV_F SEX

| FREQUENCY<br>COL PCT | MISSING | MALE | FEMALE | TOTAL |
|---|---|---|---|---|
| VIS-NO PURCHASE | 0<br>. | 368<br>. | 1228<br>. | . |
| LESS THAN $25 | 33<br>. | 506<br>89.03 | 674<br>61.33 | 1179 |
| $25.01 TO $50 | 0<br>. | 62<br>10.97 | 299<br>27.26 | 362 |
| $50.01 TO $100 | 0<br>. | 0<br>0.00 | 125<br>11.41 | 125 |
| OVER $100.01 | 0<br>. | 0<br>. | 0<br>. | 0 |
| TOTAL | . | 568 | 1099 | 1666 |

1980 FILENES SHOPPERS

TABLE OF TV_F BY SEX
CONTROLLING FOR DAY=SATURDAY

TV_F SEX

| FREQUENCY<br>COL PCT | MISSING | MALE | FEMALE | TOTAL |
|---|---|---|---|---|
| VIS-NO PURCHASE | 298<br>. | 3337<br>. | 2967<br>. | . |
| LESS THAN $25 | 1353<br>. | 2169<br>57.14 | 4825<br>55.83 | 6994 |
| $25.01 TO $50 | 82<br>. | 624<br>16.43 | 2729<br>31.58 | 3353 |
| $50.01 TO $100 | 0<br>. | 1003<br>26.43 | 1088<br>12.59 | 2091 |
| OVER $100.01 | 0<br>. | 0<br>. | 0<br>. | 0 |
| TOTAL | . | 3796 | 8641 | 12437 |

1980 JORDAN MARSH SHOPPERS

TABLE OF TV_JM BY AGE
CONTROLLING FOR DAY=WEEKDAY 10-4PM

TV_JM AGE

| FREQUENCY<br>COL PCT | MISSING | UNDER 16 | 16 - 24 | 25 - 34 | 35 - 44 | 45 - 64 | 65+ | TOTAL |
|---|---|---|---|---|---|---|---|---|
| VIS-NO PURCHASE | 308<br>. | 116<br>. | 1123<br>. | 1373<br>. | 318<br>. | 658<br>. | 826<br>. | . |
| LESS THAN $25 | 104<br>. | 25<br>11.76 | 1090<br>82.10 | 702<br>46.51 | 246<br>68.64 | 915<br>61.63 | 607<br>75.83 | 3586 |
| $25.01 TO $50 | 60<br>. | 187<br>88.24 | 133<br>10.02 | 658<br>43.60 | 111<br>30.94 | 519<br>34.91 | 190<br>23.74 | 1798 |
| $50.01 TO $100 | 0<br>. | 0<br>0.00 | 105<br>7.88 | 124<br>8.20 | 2<br>0.42 | 52<br>3.49 | 3<br>0.43 | 285 |
| OVER $100.01 | 0<br>. | 0<br>0.00 | 0<br>0.00 | 25<br>1.69 | 1<br>0.00 | 0<br>0.00 | 0<br>0.00 | 25 |
| TOTAL | . | 212 | 1328 | 1509 | 359 | 1486 | 800 | 5694 |

1980 JORDAN MARSH SHOPPERS

TABLE OF TV_JM BY AGE
CONTROLLING FOR DAY=WEEKDAY 6-8PM

TV_JM AGE

| FREQUENCY<br>COL PCT | MISSING | UNDER 16 | 16 - 24 | 25 - 34 | 35 - 44 | 45 - 64 | 65+ | TOTAL |
|---|---|---|---|---|---|---|---|---|
| VIS-NE PURCHASE | 0<br>. | 0<br>. | 317<br>. | 437<br>. | 29<br>. | 93<br>. | 193<br>. | . |
| LESS THAN $25 | 0<br>. | 0<br>. | 93<br>27.43 | 228<br>70.46 | 168<br>84.92 | 0<br>0.00 | 79<br>56.07 | 567 |
| $25.01 TO $50 | 0<br>. | 0<br>. | 29<br>8.59 | 84<br>25.97 | 30<br>15.08 | 0<br>0.00 | 62<br>43.93 | 205 |
| $50.01 TO $100 | 0<br>. | 0<br>. | 217<br>63.99 | 12<br>3.63 | 0<br>0.00 | 0<br>0.00 | 0<br>0.00 | 228 |
| OVER $100.01 | 0<br>. | 0<br>. | 0<br>0.00 | 0<br>0.00 | 0<br>0.00 | 4<br>100.00 | 0<br>0.00 | 4 |
| TOTAL | . | . | 338 | 323 | 198 | 4 | 141 | 1005 |

1980 JORDAN MARSH SHOPPERS

TABLE OF TV_JM BY AGE
CONTROLLING FOR DAY=SATURDAY

TV_JM AGE

| FREQUENCY<br>COL PCT | MISSING | UNDER 16 | 16 - 24 | 25 - 34 | 35 - 44 | 45 - 64 | 65+ | TOTAL |
|---|---|---|---|---|---|---|---|---|
| VIS-NO PURCHASE | 113<br>. | 209<br>. | 1895<br>. | 768<br>. | 343<br>. | 1051<br>. | 862<br>. | . |
| LESS THAN $25 | 371<br>. | 5<br>1.47 | 1397<br>75.95 | 1189<br>46.19 | 906<br>81.67 | 163<br>26.65 | 246<br>19.35 | 3606 |
| $25.01 TO $50 | 0<br>. | 336<br>98.53 | 347<br>24.05 | 1303<br>50.62 | 0<br>0.00 | 155<br>25.37 | 1024<br>80.65 | 3166 |
| $50.01 TO $100 | 0<br>. | 0<br>0.00 | 0<br>0.00 | 82<br>3.19 | 203<br>18.33 | 293<br>47.93 | 0<br>0.00 | 579 |
| OVER $100.01 | 0<br>. | 0<br>. | 0<br>. | 0<br>. | 0<br>. | 0<br>. | 0<br>. | 0 |
| TOTAL | . | 341 | 1445 | 2574 | 1109 | 611 | 1270 | 7351 |

1980 JORDAN MARSH SHOPPERS

TABLE OF IV_JM BY HHINC
CONTROLLING FOR DAY=WEEKDAY 10-4PM

IV_JM HHINC HOUSEHOLD INCOME

| FREQUENCY<br>COL PCT | MISSING | 0-$5,999 | $6,000 - 11,999 | $12,000 - 17,999 | $18,000 - 29,999 | $30,000+ | TOTAL |
|---|---|---|---|---|---|---|---|
| VIS-NO PURCHASE | 644<br>. | 764<br>. | 800<br>. | 1090<br>. | 784<br>. | 641<br>. | . |
| LESS THAN $25 | 623<br>. | 241<br>67.10 | 343<br>67.48 | 760<br>46.34 | 1201<br>78.07 | 522<br>58.33 | 3067 |
| $25.01 TO $50 | 294<br>. | 115<br>31.95 | 165<br>32.52 | 792<br>48.34 | 190<br>12.38 | 302<br>33.68 | 1564 |
| $50.01 TO $100 | 2<br>. | 3<br>.96 | 0<br>0.00 | 87<br>5.32 | 147<br>9.56 | 46<br>5.14 | 284 |
| OVER $100.01 | 0<br>. | 0<br>0.00 | 0<br>0.00 | 0<br>0.00 | 0<br>0.00 | 25<br>2.84 | 25 |
| TOTAL | . | 360 | 508 | 1639 | 1538 | 895 | 4940 |

1980 JORDAN MARSH SHOPPERS

TABLE OF TV_JM BY HHINC
CONTROLLING FOR DAY=WEEKDAY 6-8PM

TV_JM HHINC HOUSEHOLD INCOME

| FREQUENCY<br>COL PCT | MISSING | 0-$5,999 | $6,000 - 11,999 | $12,000 - 17,999 | $18,000 - 29,999 | $30,000+ | TOTAL |
|---|---|---|---|---|---|---|---|
| VIS-NO PURCHASE | 142<br>. | 117<br>. | 44<br>. | 625<br>. | 44<br>. | 96<br>. | . |
| LESS THAN $25 | 106<br>. | 44<br>41.55 | 86<br>50.48 | 209<br>86.44 | 0<br>. | 122<br>37.31 | 462 |
| $25.01 TO $50 | 30<br>. | 62<br>58.45 | 80<br>46.94 | 33<br>13.56 | 0<br>. | 0<br>0.00 | 175 |
| $50.01 TO $100 | 24<br>. | 0<br>0.00 | 0<br>0.00 | 0<br>0.00 | 0<br>. | 205<br>62.69 | 229 |
| OVER $100.01 | 0<br>. | 0<br>0.00 | 4<br>2.38 | 0<br>0.00 | 0<br>. | 0<br>0.00 | 4 |
| TOTAL | . | 106 | 171 | 242 | . | 327 | 846 |

1980 JORDAN MARSH SHOPPERS

TABLE OF TV_JM BY HHINC
CONTROLLING FOR DAY=SATURDAY

TV_JM HHINC HOUSEHOLD INCOME

| FREQUENCY<br>COL PCT | MISSING | 0-$5,999 | $6,000 - 11,999 | $12,000 - 17,999 | $18,000 - 29,999 | $30,000+ | TOTAL |
|---|---|---|---|---|---|---|---|
| VIS-NC PURCHASE | 705<br>. | 349<br>. | 1496<br>. | 265<br>. | 1268<br>. | 1177<br>. | . |
| LESS THAN $25 | 712<br>. | 201<br>94.67 | 962<br>48.87 | 1467<br>82.54 | 288<br>59.29 | 347<br>71.58 | 3265 |
| $25.01 TO $50 | 1788<br>. | 11<br>5.33 | 918<br>46.66 | 310<br>17.44 | 0<br>.00 | 138<br>28.42 | 1378 |
| $50.01 TO $100 | 293<br>. | 0<br>0.00 | 88<br>4.47 | 0<br>0.00 | 196<br>40.71 | 0<br>0.00 | 285 |
| OVER $100.01 | 0<br>. | 0<br>. | 0<br>. | 0<br>. | 0<br>. | 0<br>. | 0 |
| TOTAL | . | 212 | 1968 | 1778 | 481 | 485 | 4929 |

1981 JORDAN MARSH SHOPPERS

TABLE OF TV_JM BY SEX
CONTROLLING FOR DAY=WEEKDAY 10-4PM

TV_JM SEX

| FREQUENCY<br>COL PCT | MISSING | MALE | FEMALE | TOTAL |
|---|---|---|---|---|
| VIS-NO PURCHASE | 250<br>. | 1110<br>. | 3362<br>. | . |
| LESS THAN $25 | 127<br>. | 681<br>67.11 | 2681<br>63.64 | 3563 |
| $25.01 TO $50 | 205<br>. | 283<br>21.53 | 1371<br>32.53 | 1654 |
| $50.01 TO $100 | 0<br>. | 124<br>9.42 | 161<br>3.83 | 285 |
| OVER $100.01 | 0<br>. | 25<br>1.94 | 0<br>0.00 | 25 |
| TOTAL | . | 1313 | 4214 | 5527 |

1989 JORDAN MARSH SHOPPERS

TABLE OF TV_JM BY SEX
CONTROLLING FOR DAY=WEEKDAY 6-8PM

TV_JM SEX

| FREQUENCY<br>COL PCT | MISSING | MALE | FEMALE | TOTAL |
|---|---|---|---|---|
| VIS-NO PURCHASE | 0<br>. | 148<br>. | 920<br>. | . |
| LESS THAN $25 | 0<br>. | 146<br>63.14 | 420<br>54.44 | 567 |
| $25.01 TO $50 | 0<br>. | 63<br>26.80 | 142<br>18.44 | 205 |
| $50.01 TO $100 | 0<br>. | 24<br>10.05 | 205<br>26.55 | 228 |
| OVER $100.01 | 0<br>. | 0<br>0.00 | 4<br>0.52 | 4 |
| TOTAL | . | 234 | 771 | 1005 |

1983 JORDAN MARSH SHOPPERS

TABLE OF TV_JM BY SEX
CONTROLLING FOR DAY=SATURDAY

TV_JM SEX

| FREQUENCY<br>COL PCT | MISSING | MALE | FEMALE | TOTAL |
|---|---|---|---|---|
| VIS-NO PURCHASE | 270<br>. | 1670<br>. | 3320<br>. | . |
| LESS THAN $25 | 146<br>. | 1121<br>62.77 | 2710<br>57.98 | 3831 |
| $25.01 TO $50 | 1116<br>. | 385<br>21.56 | 1665<br>35.62 | 2050 |
| $50.01 TO $100 | 0<br>. | 280<br>15.65 | 299<br>6.40 | 579 |
| OVER $100.01 | 0<br>. | 0<br>. | 0<br>. | 0 |
| TOTAL | . | 1786 | 4674 | 6460 |

1980 OTHER COMPETITORS SHOPPERS

TABLE OF TV_C BY AGE
CONTROLLING FOR DAY=WEEKDAY 1[illegible]-4PM

TV_C AGE

| FREQUENCY<br>COL PCT | MISSING | UNDER 16 | 16 - 24 | 25 - 34 | 35 - 44 | 45 - 64 | 65+ | TOTAL |
|---|---|---|---|---|---|---|---|---|
| VIS-NO PURCHASE | 55<br>. | 184<br>. | 1823<br>. | 406<br>. | 247<br>. | 314<br>. | 187<br>. | . |
| LESS THAN $25 | 8<br>. | 32<br>17.11 | 1593<br>69.60 | 1011<br>67.98 | 510<br>100.00 | 768<br>74.67 | 950<br>99.64 | 4865 |
| $25.01 TO $50 | 18<br>. | 155<br>82.89 | 435<br>19.01 | 267<br>17.95 | 0<br>0.00 | 201<br>19.58 | 3<br>0.36 | 1062 |
| $50.01 TO $100 | 305<br>. | 0<br>0.00 | 224<br>9.78 | 206<br>13.84 | 0<br>0.00 | 4<br>0.34 | 0<br>0.00 | 433 |
| OVER $100.01 | 0<br>. | 0<br>0.00 | 37<br>1.61 | 3<br>0.23 | 0<br>0.00 | 56<br>5.41 | 0<br>0.00 | 96 |
| TOTAL | . | 187 | 2289 | 1488 | 510 | 1029 | 954 | 6456 |

1980 OTHER COMPETITORS SHOPPERS

TABLE OF TV_C BY AGE
CONTROLLING FOR DAY=WEEKDAY 6-8PM

TV_C AGE

| FREQUENCY<br>COL PCT | MISSING | UNDER 16 | 16 - 24 | 25 - 34 | 35 - 44 | 45 - 64 | 65+ | TOTAL |
|---|---|---|---|---|---|---|---|---|
| VIS-NO PURCHASE | 0<br>. | 0<br>. | 492<br>. | 55<br>. | 47<br>. | 4<br>. | 0<br>. | . |
| LESS THAN $25 | 0<br>. | 0<br>. | 193<br>67.56 | 123<br>100.00 | 177<br>100.00 | 0<br>. | 237<br>100.00 | 730 |
| $25.01 TO $50 | 0<br>. | 0<br>. | 93<br>32.44 | 0<br>0.00 | 0<br>0.00 | 0<br>. | 0<br>0.00 | 93 |
| $50.01 TO $100 | 0<br>. | 0<br>. | 0<br>. | 0<br>. | 0<br>. | 0<br>. | 0<br>. | 0 |
| OVER $100.01 | 24<br>. | 0<br>. | 0<br>. | 0<br>. | 0<br>. | 0<br>. | 0<br>. | 0 |
| TOTAL | . | . | 285 | 123 | 177 | . | 237 | 823 |

1980 OTHER COMPETITORS SHOPPERS

TABLE OF TV_C BY AGE
CONTROLLING FOR DAY=SATURDAY

TV_C AGE

| FREQUENCY<br>COL PCT | MISSING | UNDER 16 | 16 - 24 | 25 - 34 | 35 - 44 | 45 - 64 | 65+ | TOTAL |
|---|---|---|---|---|---|---|---|---|
| VIS-NO PURCHASE | 101<br>. | 6<br>. | 994<br>. | 1030<br>. | 293<br>. | 99<br>. | 293<br>. | . |
| LESS THAN $25 | 0<br>. | 203<br>100.00 | 1074<br>50.58 | 1633<br>95.21 | 1149<br>77.67 | 1919<br>99.70 | 1216<br>100.00 | 7195 |
| $25.01 TO $50 | 0<br>. | 0<br>.00 | 1049<br>49.42 | 0<br>0.00 | 87<br>5.90 | 0<br>.00 | 0<br>0.00 | 1136 |
| $50.01 TO $100 | 0<br>. | 0<br>0.00 | 0<br>0.00 | 82<br>4.79 | 243<br>16.43 | 6<br>0.30 | 0<br>0.00 | 331 |
| OVER $100.01 | 0<br>. | 0<br>. | 0<br>. | 0<br>. | 0<br>. | 0<br>. | 0<br>. | 0 |
| TOTAL | . | 203 | 2123 | 1716 | 1480 | 1924 | 1216 | 8662 |

1980 OTHER COMPETITORS SHOPPERS

TABLE OF TV_C BY HHINC
CONTROLLING FOR DAY=WEEKDAY 10-4PM

TV_C HHINC HOUSEHOLD INCOME

| FREQUENCY<br>COL PCT | MISSING | 0-$5,999 | $6,000 - 11,999 | $12,000 - 17,999 | $18,000 - 29,999 | $30,000+ | TOTAL |
|---|---|---|---|---|---|---|---|
| VIS-NO PURCHASE | 881<br>. | 666<br>. | 490<br>. | 543<br>. | 367<br>. | 270<br>. | . |
| LESS THAN $25 | 970<br>. | 741<br>74.00 | 531<br>85.75 | 936<br>68.23 | 622<br>84.78 | 1073<br>93.63 | 3903 |
| $25.01 TO $50 | 467<br>. | 260<br>26.00 | 79<br>12.69 | 227<br>16.51 | 20<br>2.67 | 27<br>2.39 | 613 |
| $50.01 TO $100 | 437<br>. | 0<br>0.00 | 0<br>0.00 | 209<br>15.21 | 92<br>12.55 | 0<br>0.00 | 301 |
| OVER $100.01 | 37<br>. | 0<br>0.00 | 10<br>1.56 | 3<br>0.25 | 0<br>0.00 | 46<br>4.02 | 59 |
| TOTAL | . | 1001 | 619 | 1370 | 734 | 1146 | 4877 |

1980 OTHER COMPETITORS SHOPPERS

TABLE OF TV_C BY HHINC
CONTROLLING FOR DAY=WEEKDAY 6-8PM

TV_C HHINC HOUSEHOLD INCOME

| FREQUENCY<br>COL PCT | MISSING | 0-$5,999 | $6,000 - 11,999 | $12,000 - 17,999 | $18,000 - 29,999 | $30,000+ | TOTAL |
|---|---|---|---|---|---|---|---|
| VIS-NC PURCHASE | 1<br>. | 193<br>. | 78<br>. | 79<br>. | 55<br>. | 193<br>. | . |
| LESS THAN $25 | 24<br>. | 53<br>100.00 | 210<br>100.00 | 230<br>100.00 | 0<br>. | 212<br>69.56 | 706 |
| $25.01 TO $50 | 0<br>. | 0<br>0.00 | 0<br>0.00 | 0<br>0.00 | 0<br>. | 93<br>30.44 | 93 |
| $50.01 TO $100 | 0<br>. | 0<br>. | 0<br>. | 0<br>. | 0<br>. | 0<br>. | 0 |
| OVER $100.01 | 24<br>. | 0<br>. | 0<br>. | 0<br>. | 0<br>. | 0<br>. | 0 |
| TOTAL | . | 53 | 210 | 230 | . | 305 | 799 |

1980 OTHER COMPETITORS SHOPPERS

TABLE OF TV_C BY HHINC
CONTROLLING FOR DAY=SATURDAY

TV_C HHINC HOUSEHOLD INCOME

| FREQUENCY<br>COL PCT | MISSING | 0-$5,999 | $6,000 - 11,999 | $12,000 - 17,999 | $18,000 - 29,999 | $30,000+ | TOTAL |
|---|---|---|---|---|---|---|---|
| VIS-NO PURCHASE | 468<br>. | 11<br>. | 819<br>. | 207<br>. | 847<br>. | 445<br>. | . |
| LESS THAN $25 | 2302<br>. | 201<br>59.26 | 2242<br>66.02 | 499<br>98.85 | 1164<br>87.60 | 786<br>99.37 | 4892 |
| $25.01 TO $50 | 0<br>. | 138<br>40.74 | 829<br>24.40 | 0<br>0.00 | 165<br>12.40 | 5<br>0.63 | 1136 |
| $50.01 TO $100 | 1<br>. | 0<br>0.00 | 325<br>9.58 | 6<br>1.15 | 0<br>0.00 | 0<br>0.00 | 331 |
| OVER $100.01 | 0<br>. | 0<br>. | 0<br>. | 0<br>. | 0<br>. | 0<br>. | 0 |
| TOTAL | . | 339 | 3396 | 505 | 1329 | 791 | 6360 |

1980 OTHER COMPETITORS SHOPPERS

TABLE OF TV_C BY HHINC
CONTROLLING FOR DAY=SATURDAY

TV_C HHINC HOUSEHOLD INCOME

| FREQUENCY<br>COL PCT | MISSING | 0-$5,999 | $6,000 - 11,999 | $12,000 - 17,999 | $18,000 - 29,999 | $30,000+ | TOTAL |
|---|---|---|---|---|---|---|---|
| VIS-NO PURCHASE | 468<br>. | 11<br>. | 819<br>. | 207<br>. | 847<br>. | 445<br>. | . |
| LESS THAN $25 | 2302<br>. | 201<br>59.26 | 2242<br>66.02 | 499<br>98.85 | 1164<br>87.60 | 786<br>99.37 | 4892 |
| $25.01 TO $50 | 0<br>. | 138<br>40.74 | 829<br>24.40 | 0<br>0.00 | 165<br>12.40 | 5<br>0.63 | 1136 |
| $50.01 TO $100 | 1<br>. | 0<br>0.00 | 325<br>9.58 | 6<br>1.15 | 0<br>0.00 | 0<br>0.00 | 331 |
| OVER $100.01 | 0<br>. | 0<br>. | 0<br>. | 0<br>. | 0<br>. | 0<br>. | 0 |
| TOTAL | . | 339 | 3396 | 505 | 1329 | 791 | 6360 |

1980 OTHER COMPETITORS SHOPPERS

TABLE OF TV_C BY SEX
CONTROLLING FOR DAY=WEEKDAY 10-4PM

TV_C SEX

| FREQUENCY<br>COL PCT | MISSING | MALE | FEMALE | TOTAL |
|---|---|---|---|---|
| VIS-NO PURCHASE | 162<br>. | 607<br>. | 2428<br>. | . |
| LESS THAN $25 | 20<br>. | 1483<br>68.15 | 3371<br>73.42 | 4853 |
| $25.01 TO $50 | 2<br>. | 291<br>13.36 | 788<br>17.16 | 1079 |
| $50.01 TO $100 | 0<br>. | 393<br>18.04 | 346<br>7.53 | 738 |
| OVER $100.01 | 4<br>. | 10<br>0.44 | 86<br>1.88 | 96 |
| TOTAL | . | 2175 | 4591 | 6767 |

1980 OTHER COMPETITORS SHOPPERS

TABLE OF TV_C BY SEX
CONTROLLING FOR DAY=WEEKDAY 6-8PM

TV_C SEX

| FREQUENCY<br>COL PCT | MISSING | MALE | FEMALE | TOTAL |
|---|---|---|---|---|
| VIS-NO PURCHASE | 0<br>. | 55<br>. | 543<br>. | . |
| LESS THAN $25 | 0<br>. | 110<br>100.00 | 620<br>84.13 | 730 |
| $25.01 TO $50 | 0<br>. | 0<br>0.00 | 93<br>12.60 | 93 |
| $50.01 TO $100 | 0<br>. | 0<br>. | 0<br>. | 0 |
| OVER $100.01 | 0<br>. | 0<br>0.00 | 24<br>3.27 | 24 |
| TOTAL | . | 110 | 737 | 847 |

1980 OTHER COMPETITORS SHOPPERS

TABLE OF TV_C BY SEX
CONTROLLING FOR DAY=SATURDAY

TV_C SEX

| FREQUENCY<br>COL PCT | MISSING | MALE | FEMALE | TOTAL |
|---|---|---|---|---|
| VIS-NO PURCHASE | 440<br>. | 748<br>. | 1629<br>. | . |
| LESS THAN $25 | 3<br>. | 1390<br>77.84 | 5801<br>84.41 | 7191 |
| $25.01 TO $50 | 0<br>. | 308<br>17.24 | 829<br>12.06 | 1136 |
| $50.01 TO $100 | 0<br>. | 88<br>4.92 | 243<br>3.54 | 331 |
| OVER $100.01 | 0<br>. | 0<br>. | 0<br>. | 0 |
| TOTAL | . | 1786 | 6873 | 8659 |

1980 OTHER COMPETITORS SHOPPERS

TABLE OF TV_C BY WORKZN
CONTROLLING FOR DAY=WEEKDAY 10-4PM

TV_C WORKZN ZONE OF WORKPLACE

| FREQUENCY<br>COL PCT | MISSING | NOT EMPLOYED | DOWNTOWN CORE | BACK BAY - PRU | BEACON_H -W_END | BOSTON MISC | TOTAL |
|---|---|---|---|---|---|---|---|
| VIS-NO PURCHASE | 70<br>. | 1200<br>. | 0<br>. | 187<br>. | 250<br>. | 880<br>. | . |
| LESS THAN $25 | 136<br>. | 2071<br>60.47 | 404<br>100.00 | 619<br>100.00 | 97<br>100.00 | 619<br>74.20 | 4738 |
| $25.01 TO $50 | 18<br>. | 1017<br>29.69 | 0<br>0.00 | 0<br>0.00 | 0<br>0.00 | 23<br>2.75 | 1062 |
| $50.01 TO $100 | 1<br>. | 254<br>7.41 | 0.00 | 0<br>0.00 | 0<br>0.00 | 179<br>21.48 | 738 |
| OVER $100.01 | 0<br>. | 83<br>2.42 | 0<br>0.00 | 0<br>0.00 | 0<br>0.00 | 13<br>1.57 | 96 |
| TOTAL | . | 3425 | 404 | 619 | 97 | 834 | 6634 |

(CONTINUED)

TABLE OF TV_C BY WORKZN
CONTROLLING FOR DAY=WEEKDAY 10-4PM

TV_C WORKZN ZONE OF WORKPLACE

| FREQUENCY<br>COL PCT | GOV_CTR -NO_END | PARK_SQ CHINATWN | OUTSIDE 128 | INSIDE 128 | CAMBRDG | TOTAL |
|---|---|---|---|---|---|---|
| VIS-NO PURCHASE | 29<br>. | 0<br>. | 27<br>. | 515<br>. | 58<br>. | . |
| LESS THAN $25 | 848<br>73.32 | 18<br>100.00 | 0<br>. | 19<br>100.00 | 41<br>69.26 | 4738 |
| $25.01 TO $50 | 3<br>0.30 | 0<br>0.00 | 0<br>. | 0<br>0.00 | 18<br>30.74 | 1062 |

1980 OTHER COMPETITORS SHOPPERS

TABLE OF TV_C BY WORKZN
CONTROLLING FOR DAY=WEEKDAY 6-8PM

TV_C WORKZN ZONE OF WORKPLACE

| FREQUENCY<br>COL PCT | MISSING | NOT EMPLOYED | DOWNTOWN CORE | BACK BAY - PRU | BEACON_H -W_END | BOSTON MISC | TOTAL |
|---|---|---|---|---|---|---|---|
| VIS-NO PURCHASE | 0<br>. | 35<br>. | 62<br>. | 193<br>. | 0<br>. | 264<br>. | . |
| LESS THAN $25 | 0<br>. | 225<br>100.00 | 44<br>100.00 | 0<br>. | 0<br>. | 293<br>92.41 | 730 |
| $25.01 TO $50 | 0<br>. | 0<br>0.00 | 0<br>0.00 | 0<br>. | 0<br>. | 0<br>0.00 | 93 |
| $50.01 TO $100 | 0<br>. | 0<br>. | 0<br>. | 0<br>. | 0<br>. | 0<br>. | 0 |
| OVER $100.01 | 0<br>. | 0<br>0.00 | 0<br>0.00 | 0<br>. | 0<br>. | 24<br>7.59 | 24 |
| TOTAL | . | 225 | 44 | . | . | 317 | 847 |

(CONTINUED)

TABLE OF TV_C BY WORKZN
CONTROLLING FOR DAY=WEEKDAY 6-8PM

TV_C WORKZN ZONE OF WORKPLACE

| FREQUENCY<br>COL PCT | GOV_CTR -NO_END | PARK_SW CHINATWN | OUTSIDE 128 | INSIDE 128 | CAMBRDG | TOTAL |
|---|---|---|---|---|---|---|
| VIS-NO PURCHASE | 0<br>. | 0<br>. | 0<br>. | 94<br>. | 0<br>. | . |
| LESS THAN $25 | 167<br>64.29 | 0<br>. | 0<br>. | 0<br>. | 0<br>. | 730 |
| $25.01 TO $50 | 93<br>35.71 | 0<br>. | 0<br>. | 0<br>. | 0<br>. | 93 |

1980 OTHER COMPETITORS SHOPPERS

TABLE OF TV_C BY WORKZN
CONTROLLING FOR DAY=SATURDAY

TV_C WORKZN ZONE OF WORKPLACE

| FREQUENCY<br>COL PCT | MISSING | NOT EMPLOYED | DOWNTOWN CORE | BACK BAY - PRU | BEACON_H -W_END | BOSTON MISC | TOTAL |
|---|---|---|---|---|---|---|---|
| VIS-NO PURCHASE | 0<br>. | 1816<br>. | 0<br>. | 0<br>. | 146<br>. | 506<br>. | . |
| LESS THAN $25 | 0<br>. | 3312<br>87.61 | 5<br>100.00 | 549<br>70.44 | 293<br>77.06 | 1988<br>89.10 | 7195 |
| $25.01 TO $50 | 0<br>. | 386<br>10.21 | 0<br>0.00 | 230<br>29.56 | 87<br>22.94 | 0<br>0.00 | 1136 |
| $50.01 TO $100 | 0<br>. | 82<br>2.17 | 0<br>0.00 | 0<br>0.00 | 0<br>0.00 | 243<br>10.90 | 331 |
| OVER $100.01 | 0<br>. | 0<br>. | 0<br>. | 0<br>. | 0<br>. | 0<br>. | 0 |
| TOTAL | . | 3780 | 5 | 779 | 381 | 2231 | 8662 |

(CONTINUED)

TABLE OF TV_C BY WORKZN
CONTROLLING FOR DAY=SATURDAY

TV_C WORKZN ZONE OF WORKPLACE

| FREQUENCY<br>COL PCT | GOV_CTR -NO_END | PARK_SQ CHINATWN | OUTSIDE 128 | INSIDE 128 | CAMBRDG | TOTAL |
|---|---|---|---|---|---|---|
| VIS-NO PURCHASE | 146<br>. | 0<br>. | 0<br>. | 0<br>. | 292<br>. | . |
| LESS THAN $25 | 517<br>95.92 | 230<br>100.00 | 159<br>100.00 | 0<br>0.00 | 141<br>64.53 | 7195 |
| $25.01 TO $50 | 19<br>3.51 | 0<br>0.00 | 0<br>0.00 | 336<br>100.00 | 78<br>35.47 | 1136 |

1978 FIELDS SHOPPERS

TABLE OF TV_F BY AGE
CONTROLLING FOR DAY=WEEKDAY 10-4PM

TV_F AGE

| FREQUENCY<br>COL PCT | MISSING | UNDER 16 | 16 - 24 | 25 - 34 | 35 - 44 | 45 - 64 | 65+ | TOTAL |
|---|---|---|---|---|---|---|---|---|
| VIS-NO PURCHASE | 260<br>. | 363<br>. | 1412<br>. | 1808<br>. | 591<br>. | 1673<br>. | 608<br>. | . |
| LESS THAN $25 | 312<br>. | 0<br>. | 2050<br>75.07 | 1436<br>69.24 | 1026<br>58.50 | 959<br>57.36 | 298<br>63.84 | 5769 |
| $25.01 TO $50 | 68<br>. | 0<br>. | 474<br>17.37 | 435<br>21.00 | 405<br>23.07 | 657<br>39.30 | 169<br>36.16 | 2140 |
| $50.01 TO $100 | 74<br>. | 0<br>. | 154<br>5.64 | 202<br>9.76 | 97<br>5.52 | 56<br>3.33 | 0<br>0.00 | 509 |
| OVER $100.01 | 0<br>. | 0<br>. | 52<br>1.92 | 0<br>0.00 | 226<br>12.90 | 0<br>0.00 | 0<br>0.00 | 279 |
| TOTAL | . | . | 2731 | 2073 | 1753 | 1672 | 467 | 8697 |

1978 FILENES SHOPPERS

TABLE OF TV_F BY TGL
CONTROLLING FOR DAY=WEEKDAY 6-8PM

TV_F AGE

| FREQUENCY<br>COL PCT | MISSING | UNDER 16 | 16 - 24 | 25 - 34 | 35 - 44 | 45 - 64 | 65+ | TOTAL |
|---|---|---|---|---|---|---|---|---|
| VIS-NO PURCHASE | 61<br>. | 0<br>. | 158<br>. | 416<br>. | 436<br>. | 105<br>. | 0<br>. | . |
| LESS THAN $25 | 140<br>. | 0<br>. | 254<br>35.34 | 982<br>73.80 | 84<br>40.30 | 610<br>84.22 | 0<br>. | 1930 |
| $25.01 TO $50 | 0<br>. | 0<br>. | 243<br>33.80 | 190<br>14.25 | 98<br>46.79 | 99<br>13.67 | 0<br>. | 629 |
| $50.01 TO $100 | 0<br>. | 0<br>. | 97<br>13.49 | 159<br>11.95 | 27<br>12.91 | 0<br>0.00 | 0<br>. | 283 |
| OVER $100.01 | 43<br>. | 0<br>. | 125<br>17.41 | 0<br>0.00 | 0<br>0.00 | 15<br>2.11 | 0<br>. | 140 |
| TOTAL | . | . | 718 | 1331 | 209 | 724 | . | 2982 |

1978 FILENES SHOPPERS

TABLE OF TV_F BY AGE
CONTROLLING FOR DAY=SATURDAY

TV_F AGE

| FREQUENCY<br>COL PCT | MISSING | UNDER 16 | 16 - 24 | 25 - 34 | 35 - 44 | 45 - 64 | 65+ | TOTAL |
|---|---|---|---|---|---|---|---|---|
| VIS-NO PURCHASE | 0<br>. | 737<br>. | 2037<br>. | 2572<br>. | 535<br>. | 849<br>. | 947<br>. | . |
| LESS THAN $25 | 1351<br>. | 261<br>100.00 | 1730<br>45.53 | 1094<br>45.75 | 1913<br>85.18 | 2192<br>47.09 | 944<br>78.33 | 8135 |
| $25.01 TO $50 | 0<br>. | 0<br>0.00 | 1584<br>41.69 | 754<br>31.55 | 31<br>1.39 | 2084<br>44.78 | 261<br>21.67 | 4716 |
| $50.01 TO $100 | 1<br>. | 0<br>0.00 | 136<br>3.57 | 0<br>0.00 | 302<br>13.43 | 379<br>8.13 | 0<br>0.00 | 816 |
| OVER $100.01 | 0<br>. | 0<br>0.00 | 350<br>9.21 | 543<br>22.71 | 0<br>0.00 | 0<br>0.00 | 0<br>0.00 | 893 |
| TOTAL | . | 261 | 3800 | 2392 | 2245 | 4655 | 1206 | 14559 |

1978 FILENES SHOPPERS

TABLE OF TV_F BY HHINC
CONTROLLING FOR DAY=WEEKDAY 10-4PM

TV_F HHINC HOUSEHOLD INCOME

| FREQUENCY<br>COL PCT | MISSING | 0 - 4,999 | $5,000 - 9,999 | $10,000 - 14,999 | $15,000 - 24,999 | $25,000+ | TOTAL |
|---|---|---|---|---|---|---|---|
| VIS-NO PURCHASE | 816<br>. | 991<br>. | 847<br>. | 1562<br>. | 1656<br>. | 843<br>. | . |
| LESS THAN $25 | 1038<br>. | 674<br>57.63 | 596<br>86.47 | 1432<br>73.51 | 1011<br>59.49 | 1329<br>64.93 | 5043 |
| $25.01 TO $50 | 391<br>. | 496<br>42.37 | 93<br>13.53 | 310<br>15.90 | 584<br>34.38 | 334<br>16.33 | 1817 |
| $50.01 TO $100 | 168<br>. | 0<br>0.00 | 0<br>0.00 | 154<br>7.90 | 104<br>6.13 | 158<br>7.69 | 416 |
| OVER $100.01 | 0<br>. | 0<br>0.00 | 0<br>0.00 | 52<br>2.69 | 0<br>0.00 | 226<br>11.05 | 279 |
| TOTAL | . | 1170 | 689 | 1948 | 1700 | 2048 | 7554 |

1978 FILENES SHUPPERS

TABLE OF TV_F BY HHINC
CONTROLLING FOR DAY=WEEKDAY 6-EPM

TV_F HHINC HOUSEHOLD INCOME

| FREQUENCY<br>COL PCT | MISSING | 0 - $4,999 | $5,000 - 9,999 | $10,000 - 14,999 | $15,000 - 24,999 | $25,000+ | TOTAL |
|---|---|---|---|---|---|---|---|
| VIS-NO PURCHASE | 226<br>. | 27<br>. | 94<br>. | 531<br>. | 159<br>. | 139<br>. | . |
| LESS THAN $25 | 140<br>. | 0<br>0.00 | 620<br>86.23 | 760<br>70.35 | 158<br>33.95 | 393<br>57.52 | 1930 |
| $25.01 TO $50 | 0<br>. | 36<br>100.00 | 99<br>13.77 | 98<br>9.05 | 174<br>37.58 | 222<br>32.50 | 629 |
| $50.01 TO $100 | 0<br>. | 0<br>0.00 | 0<br>0.00 | 124<br>11.49 | 132<br>28.47 | 27<br>3.95 | 283 |
| OVER $100.01 | 43<br>. | 0<br>0.00 | 0<br>0.00 | 99<br>9.17 | 0<br>0.00 | 41<br>6.03 | 140 |
| TOTAL | . | 36 | 719 | 1080 | 464 | 683 | 2982 |

1978 FILENES SHOPPERS

TABLE OF TV_F BY HHINC
CONTROLLING FOR DAY=SATURDAY

TV_F HHINC HOUSEHOLD INCOME

| FREQUENCY<br>COL PCT | MISSING | 0 - 4,999 | $5,000 - 9,999 | $10,000 - 14,999 | $15,000 - 24,999 | $25,000+ | TOTAL |
|---|---|---|---|---|---|---|---|
| VIS-NO PURCHASE | 501<br>. | 865<br>. | 1692<br>. | 1392<br>. | 2673<br>. | 555<br>. | . |
| LESS THAN $25 | 2225<br>. | 1224<br>74.90 | 895<br>53.19 | 2054<br>69.65 | 1857<br>46.52 | 1231<br>37.12 | 7260 |
| $25.01 TO $50 | 9<br>. | 410<br>25.10 | 788<br>46.81 | 895<br>30.35 | 1189<br>29.79 | 1434<br>43.24 | 4716 |
| $50.01 TO $100 | 0<br>. | 0<br>0.00 | 0<br>0.00 | 0<br>0.00 | 253<br>6.34 | 563<br>16.97 | 816 |
| OVER $100.01 | 112<br>. | 0<br>0.00 | 0<br>0.00 | 0<br>0.00 | 692<br>17.34 | 89<br>2.68 | 781 |
| TOTAL | . | 1634 | 1683 | 2949 | 3991 | 3316 | 13573 |

1978 FILENES SHOPPERS

TABLE OF TV_F BY SEX
CONTROLLING FOR DAY=WEEKDAY 10-4PM

TV_F SEX

| FREQUENCY<br>COL PCT | MISSING | MALE | FEMALE | TOTAL |
|---|---|---|---|---|
| VIS-NO PURCHASE | 148<br>. | 2275<br>. | 4293<br>. | . |
| LESS THAN $25 | 154<br>. | 1301<br>68.99 | 4626<br>66.02 | 5927 |
| $25.01 TO $50 | 104<br>. | 348<br>18.48 | 1755<br>25.05 | 2104 |
| $50.01 TO $100 | 0<br>. | 123<br>6.53 | 460<br>6.57 | 583 |
| OVER $100.01 | 0<br>. | 113<br>6.01 | 165<br>2.36 | 279 |
| TOTAL | . | 1886 | 7006 | 8892 |

1978 FILENES SHOPPERS

TABLE OF TV_F BY SEX
CONTROLLING FOR DAY=WEEKDAY 6-8PM

TV_F SEX

| FREQUENCY<br>COL PCT | MISSING | MALE | FEMALE | TOTAL |
|---|---|---|---|---|
| VIS-NO PURCHASE | 0<br>. | 352<br>. | 823<br>. | . |
| LESS THAN $25 | 41<br>. | 636<br>62.73 | 1393<br>66.03 | 2029 |
| $25.01 TO $50 | 0<br>. | 123<br>12.13 | 506<br>23.98 | 629 |
| $50.01 TO $100 | 0<br>. | 186<br>18.34 | 97<br>4.59 | 283 |
| OVER $100.01 | 0<br>. | 69<br>6.80 | 114<br>5.42 | 183 |
| TOTAL | . | 1014 | 2110 | 3124 |

1978 FILENES SHOPPERS

TABLE OF TV_F BY SEX
CONTROLLING FOR DAY=SATURDAY

TV_F SEX

| FREQUENCY<br>COL PCT | MISSING | MALE | FEMALE | TOTAL |
|---|---|---|---|---|
| VIS-NO PURCHASE | 677<br>. | 3555<br>. | 3445<br>. | . |
| LESS THAN $25 | 0<br>. | 3095<br>73.44 | 6391<br>55.89 | 9486 |
| $25.01 TO $50 | 261<br>. | 466<br>11.11 | 3986<br>34.86 | 4454 |
| $50.01 TO $100 | 0<br>. | 302<br>7.15 | 514<br>4.50 | 816 |
| OVER $100.01 | 0<br>. | 350<br>8.30 | 543<br>4.75 | 893 |
| TOTAL | . | 4215 | 11434 | 15649 |

1978 JORDAN MARSH SHOPPERS

TABLE OF TV_JM BY AGE
CONTROLLING FOR DAY=WEEKDAY 10-4PM

TV_JM AGE

| FREQUENCY<br>COL PCT | MISSING | UNDER 16 | 16 - 24 | 25 - 34 | 35 - 44 | 45 - 64 | 65+ | TOTAL |
|---|---|---|---|---|---|---|---|---|
| VIS-NO PURCHASE | 329<br>. | 363<br>. | 1850<br>. | 1321<br>. | 721<br>. | 1520<br>. | 554<br>. | . |
| LESS THAN $25 | 143<br>. | 0<br>0.00 | 627<br>54.27 | 629<br>51.52 | 229<br>59.41 | 681<br>56.89 | 177<br>70.25 | 2343 |
| $25.01 TO $50 | 0<br>. | 11<br>100.00 | 328<br>28.40 | 282<br>23.07 | 105<br>27.17 | 485<br>40.50 | 75<br>29.75 | 1286 |
| $50.01 TO $100 | 0<br>. | 0<br>0.00 | 145<br>12.53 | 79<br>6.51 | 52<br>13.43 | 0<br>0.00 | 0<br>0.00 | 276 |
| OVER $100.01 | 131<br>. | 0<br>0.00 | 56<br>4.81 | 231<br>18.90 | 0<br>0.00 | 31<br>2.61 | 0<br>0.00 | 318 |
| TOTAL | . | 11 | 1155 | 1221 | 385 | 1198 | 253 | 4223 |

1973 JORDAN MARSH SHOPPERS

TABLE OF TV_JM BY AGE
CONTROLLING FOR DAY=WEEKDAY 6-8PM

TV_JM AGE

| FREQUENCY<br>COL PCT | MISSING | UNDER 16 | 16 - 24 | 25 - 34 | 35 - 44 | 45 - 64 | 65+ | TOTAL |
|---|---|---|---|---|---|---|---|---|
| VIS-NO PURCHASE | 127<br>. | 40<br>. | 354<br>. | 697<br>. | 335<br>. | 223<br>. | 17<br>. | . |
| LESS THAN $25 | 0<br>. | 0<br>. | 295<br>60.59 | 282<br>65.06 | 119<br>54.64 | 147<br>100.00 | 0<br>. | 842 |
| $25.01 TO $50 | 41<br>. | 0<br>. | 192<br>39.41 | 110<br>25.37 | 99<br>45.36 | 0<br>0.00 | 0<br>. | 401 |
| $50.01 TO $100 | 0<br>. | 0<br>. | 0<br>. | 0<br>. | 0<br>. | 0<br>. | 0<br>. | 0 |
| OVER $100.01 | 0<br>. | 0<br>. | 1<br>0.00 | 41<br>9.57 | 0<br>0.00 | 0<br>0.00 | 0<br>. | 41 |
| TOTAL | . | . | 487 | 433 | 218 | 147 | . | 1284 |

1978 JORDAN MARSH SHOPPERS

TABLE OF TV_JM BY AGE
CONTROLLING FOR DAY=SATURDAY

TV_JM AGE

| FREQUENCY<br>COL PCT | MISSING | UNDER 16 | 16 - 24 | 25 - 34 | 35 - 44 | 45 - 64 | 65+ | TOTAL |
|---|---|---|---|---|---|---|---|---|
| VIS-NO PURCHASE | 106<br>. | 643<br>. | 2486<br>. | 2313<br>. | 1514<br>. | 1756<br>. | 1369<br>. | . |
| LESS THAN $25 | 269<br>. | 0<br>. | 2125<br>95.52 | 1649<br>73.92 | 2122<br>68.34 | 1359<br>68.40 | 462<br>63.88 | 7717 |
| $25.01 TO $50 | 0<br>. | 0<br>. | 60<br>2.68 | 286<br>12.81 | 588<br>18.95 | 628<br>31.60 | 261<br>36.12 | 1822 |
| $50.01 TO $100 | 0<br>. | 0<br>. | 0<br>0.00 | 112<br>5.02 | 136<br>4.37 | 0<br>0.00 | 0<br>0.00 | 248 |
| OVER $100.01 | 0<br>. | 0<br>. | 40<br>1.81 | 184<br>8.25 | 259<br>8.35 | 0<br>0.00 | 0<br>0.00 | 483 |
| TOTAL | . | . | 2225 | 2230 | 3105 | 1986 | 723 | 10270 |

1978 JORDAN MARSH SHOPPERS

TABLE OF TV_JM BY HHINC
CONTROLLING FOR DAY=WEEKDAY 10-4PM

TV_JM HHINC HOUSEHOLD INCOME

| FREQUENCY<br>COL PCT | MISSING | 0 - $4,9<br>99 | $5,000 -<br>9,999 | $10,000<br>- 14,999 | $15,000<br>- 24,999 | $25,000+ | TOTAL |
|---|---|---|---|---|---|---|---|
| VIS-NO PURCHASE | 909<br>. | 1218<br>. | 762<br>. | 1595<br>. | 1474<br>. | 699<br>. | . |
| LESS THAN $25 | 253<br>. | 68<br>31.42 | 155<br>54.22 | 838<br>77.77 | 592<br>40.43 | 601<br>70.79 | 2254 |
| $25.01 TO $50 | 135<br>. | 109<br>50.43 | 79<br>27.65 | 129<br>11.97 | 645<br>44.06 | 189<br>22.23 | 1151 |
| $50.01 TO $100 | 105<br>. | 39<br>18.15 | 26<br>9.06 | 79<br>7.36 | 26<br>1.76 | 0<br>0.00 | 171 |
| OVER $100.01 | 131<br>. | 0<br>0.00 | 26<br>9.06 | 31<br>2.91 | 201<br>13.75 | 59<br>6.98 | 318 |
| TOTAL | . | 217 | 286 | 1077 | 1464 | 849 | 3892 |

1973 JORDAN MARSH SHOPPERS

TABLE OF TV_JM BY HHINC
CONTROLLING FOR DAY=WEEKDAY 6-6PM

TV_JM HHINC HOUSEHOLD INCOME

| FREQUENCY<br>COL PCT | MISSING | 0 - $4,999 | $5,000 - 9,999 | $10,000 - 14,999 | $15,000 - 24,999 | $25,000+ | TOTAL |
|---|---|---|---|---|---|---|---|
| VIS-NO PURCHASE | 291<br>. | 0<br>. | 231<br>. | 591<br>. | 462<br>. | 217<br>. | . |
| LESS THAN $25 | 0<br>. | 0<br>. | 148<br>51.28 | 343<br>74.75 | 119<br>61.06 | 233<br>77.28 | 842 |
| $25.01 TO $50 | 41<br>. | 0<br>. | 140<br>48.72 | 116<br>25.25 | 76<br>38.94 | 68<br>22.72 | 401 |
| $50.01 TO $100 | 0<br>. | 0<br>. | 0<br>. | 0<br>. | 0<br>. | 0<br>. | 0 |
| OVER $100.01 | 41<br>. | 0<br>. | 0<br>. | 0<br>. | 0<br>. | 0<br>. | 0 |
| TOTAL | . | . | 288 | 458 | 195 | 301 | 1243 |

1978 JORDAN MARSH SHOPPERS

TABLE OF TV_JM BY HHINC
CONTROLLING FOR DAY=SATURDAY

TV_JM HHINC HOUSEHOLD INCOME

| FREQUENCY<br>COL PCT | MISSING | 0 - 4,999 | $5,000 - 9,999 | $10,000 - 14,999 | $15,000 - 24,999 | $25,000+ | TOTAL |
|---|---|---|---|---|---|---|---|
| VIS-NO PURCHASE | 1872<br>. | 2179<br>. | 1028<br>. | 1658<br>. | 2404<br>. | 1046<br>. | . |
| LESS THAN $25 | 1048<br>. | 511<br>100.00 | 1568<br>100.00 | 1446<br>67.15 | 2557<br>65.54 | 853<br>75.86 | 6934 |
| $25.01 TO $50 | 190<br>. | 0<br>0.00 | 0<br>0.00 | 523<br>24.31 | 838<br>21.47 | 271<br>24.14 | 1632 |
| $50.01 TO $100 | 0<br>. | 0<br>0.00 | 0<br>0.00 | 0<br>0.00 | 248<br>6.35 | 0<br>0.00 | 248 |
| OVER $100.01 | 4[illegible]<br>. | 0<br>0.00 | [illegible]<br>0.00 | 184<br>8.54 | 259<br>6.64 | 0<br>0.00 | 443 |
| TOTAL | . | 511 | 1568 | 2153 | 3901 | 1124 | 9257 |

1978 JORDAN MARSH SHOPPERS

TABLE OF TV_JM BY SEX
CONTROLLING FOR DAY=WEEKDAY 10-4PM

TV_JM SEX

| FREQUENCY<br>COL PCT | MISSING | MALE | FEMALE | TOTAL |
|---|---|---|---|---|
| VIS-NO PURCHASE | 307<br>. | 2015<br>. | 4335<br>. | . |
| LESS THAN $25 | 177<br>. | 862<br>62.37 | 1448<br>49.29 | 2310 |
| $25.01 TO $50 | 0<br>. | 376<br>27.19 | 910<br>30.98 | 1286 |
| $50.01 TO $100 | 0<br>. | 26<br>1.88 | 250<br>8.51 | 276 |
| OVER $100.01 | 0<br>. | 118<br>8.56 | 330<br>11.23 | 448 |
| TOTAL | . | 1382 | 2938 | 4319 |

1978 JORDAN MARSH SHOPPERS

TABLE OF TV_JM BY SEX
CONTROLLING FOR DAY=WEEKDAY 6-8PM

TV_JM SEX

| FREQUENCY<br>COL PCT | MISSING | MALE | FEMALE | TOTAL |
|---|---|---|---|---|
| VIS-NO PURCHASE | 0<br>. | 602<br>. | 1190<br>. | . |
| LESS THAN $25 | 0<br>. | 400<br>52.71 | 442<br>34.21 | 842 |
| $25.01 TO $50 | 41<br>. | 318<br>41.83 | 83<br>15.79 | 401 |
| $50.01 TO $100 | 0<br>. | 0<br>. | 0<br>. | 0 |
| OVER $100.01 | 0<br>. | 41<br>5.45 | 0<br>0.00 | 41 |
| TOTAL | . | 760 | 525 | 1284 |

1978 JORDAN MARSH SHOPPERS

TABLE OF IV_JM BY SEX
CONTROLLING FOR DAY=SATURDAY

IV_JM SEX

| FREQUENCY<br>COL PCT | MISSING | MALE | FEMALE | TOTAL |
|---|---|---|---|---|
| VIS-NO PURCHASE | 677<br>. | 3353<br>. | 5956<br>. | . |
| LESS THAN $25 | 261<br>. | 2283<br>68.83 | 5438<br>78.16 | 7721 |
| $25.01 TO $50 | 9<br>. | 438<br>13.22 | 1384<br>19.89 | 1822 |
| $50.01 TO $100 | 0<br>. | 112<br>3.38 | 136<br>1.95 | 248 |
| OVER $100.01 | 0<br>. | 483<br>14.57 | 0<br>0.00 | 483 |
| TOTAL | . | 3317 | 6957 | 10275 |

## Office Worker Profiles

The tables that follow in this section profile all office workers, those who don't shop, those who shop outside of Downtown Crossing, those that shop in Downtown Crossing, and those that shop at Filene's by the following segmentations: age, income, occupation, and office location.

CAMBRIDGE SYSTEMATICS, INC.

1980 EMPLOYEES -- ALL TRIPS

TABLE OF AGE BY DC_S

AGE DC_S

| FREQUENCY<br>COL PCT | NO SHOP | SHOP ELSEWHER | SHOP DC | ALL WORKERS |
|---|---|---|---|---|
| M | 21<br>. | 0<br>. | 6<br>. | 27<br>. |
| . | 372<br>. | 83<br>. | 33<br>. | 489<br>. |
| 0 | 26<br>. | 0<br>0.00 | 6<br>0.08 | 32<br>0.07 |
| UNDER 16 | 35<br>. | 5<br>0.06 | 22<br>0.34 | 61<br>0.14 |
| 16 - 24 | 5839<br>. | 1749<br>23.11 | 1213<br>18.31 | 8800<br>20.27 |
| 25 - 34 | 10704<br>. | 2730<br>36.07 | 2710<br>40.92 | 16143<br>37.18 |
| 35 - 44 | 4771<br>. | 1177<br>15.56 | 972<br>14.67 | 6919<br>15.94 |
| 45 - 64 | 7350<br>. | 1793<br>23.69 | 1642<br>24.79 | 10784<br>24.84 |
| 65+ | 501<br>. | 115<br>1.52 | 59<br>0.89 | 675<br>1.56 |
| TOTAL | . | 7568 | 6624 | 43414 |

CAMBRIDGE SYSTEMATICS, INC.

1980 EMPLOYEES -- ALL TRIPS

TABLE OF AGE BY FIL_S

AGE FIL_S

| FREQUENCY<br>COL PCT | NO SHOP<br>DC | SHOP<br>OTHER_DC | SHOP<br>FILENES | TOTAL |
|---|---|---|---|---|
| M | 21<br>. | 6<br>. | 0<br>. | . |
| . | 455<br>. | 18<br>. | 15<br>. | . |
| 0 | 26<br>. | 6<br>0.13 | 0<br>0.00 | 6 |
| UNDER 16 | 39<br>. | 18<br>0.40 | 5<br>0.21 | 22 |
| 16 - 24 | 7587<br>. | 793<br>18.13 | 420<br>18.68 | 1213 |
| 25 - 34 | 13433<br>. | 1811<br>41.41 | 900<br>39.96 | 2710 |
| 35 - 44 | 5948<br>. | 648<br>14.82 | 323<br>14.37 | 972 |
| 45 - 64 | 9142<br>. | 1067<br>24.41 | 574<br>25.51 | 1642 |
| 65+ | 616<br>. | 30<br>0.70 | 29<br>1.28 | 59 |
| TOTAL | . | 4373 | 2251 | 6624 |

CAMBRIDGE SYSTEMATICS, INC.

1980 EMPLOYEES -- ALL TRIPS

TABLE OF HHINC BY DC_S

HHINC HOUSEHOLD INCOME DC_S

| FREQUENCY<br>COL PCT | NO SHOP | SHOP ELSEWHER | SHOP DC | ALL WORKERS |
|---|---|---|---|---|
| M | 60<br>. | 0<br>. | 6<br>. | 65<br>. |
| MISSING | 2474<br>. | 516<br>. | 552<br>. | 3542<br>. |
| 0-$5,999 | 889<br>. | 231<br>3.23 | 112<br>1.83 | 1232<br>3.05 |
| $6,000 - 11,999 | 3862<br>. | 931<br>13.04 | 634<br>10.39 | 5427<br>13.46 |
| $12,000 - 17,999 | 4993<br>. | 1482<br>20.77 | 1350<br>22.11 | 7825<br>19.41 |
| $18,000 - 29,999 | 7306<br>. | 1875<br>26.28 | 1824<br>29.88 | 11004<br>27.29 |
| $30,000+ | 10034<br>. | 2617<br>36.67 | 2185<br>35.79 | 14835<br>36.79 |
| TOTAL | . | 7135 | 6105 | 40323 |

CAMBRIDGE SYSTEMATICS, INC.

1980 EMPLOYEES -- ALL TRIPS

TABLE OF HHINC BY FIL_S

HHINC HOUSEHOLD INCOME FIL_S

| FREQUENCY<br>COL PCT | NO SHOP<br>DC | SHOP<br>OTHER_DC | SHOP<br>FILENES | TOTAL |
|---|---|---|---|---|
| M | 60<br>. | 6<br>. | 0<br>. | . |
| MISSING | 2990<br>. | 287<br>. | 266<br>. | . |
| 0-$5,999 | 1120<br>. | 82<br>1.99 | 30<br>1.51 | 112 |
| $6,000 - 11,999 | 4793<br>. | 450<br>10.97 | 184<br>9.20 | 634 |
| $12,000 - 17,999 | 6475<br>. | 957<br>23.32 | 393<br>19.64 | 1350 |
| $18,000 - 29,999 | 9180<br>. | 1213<br>29.56 | 611<br>30.54 | 1824 |
| $30,000+ | 12650<br>. | 1402<br>34.17 | 783<br>39.12 | 2185 |
| TOTAL | . | 4104 | 2001 | 6105 |

CAMBRIDGE SYSTEMATICS, INC.

1980 EMPLOYEES -- ALL TRIPS

TABLE OF OCC BY DC_S

OCC OCCUPATION DC_S

| FREQUENCY<br>COL PCT | NO SHOP | SHOP ELSEWHER | SHOP DC | ALL WORKERS |
|---|---|---|---|---|
| M | 10<br>. | 0<br>. | 11<br>. | 21<br>. |
| . | 590<br>. | 97<br>. | 43<br>. | 730<br>. |
| SALES | 1031<br>. | 135<br>1.79 | 169<br>2.56 | 1335<br>3.09 |
| CLERICAL/OFFICE | 12164<br>. | 3718<br>49.22 | 3453<br>52.25 | 19334<br>44.78 |
| EXEC / PROF | 14270<br>. | 3393<br>44.91 | 2729<br>41.30 | 20390<br>47.22 |
| SHOP / FACTORY | 60<br>. | 9<br>0.12 | 0<br>0.00 | 70<br>0.16 |
| CRAFTS/ FOREMAN | 264<br>. | 33<br>0.44 | 26<br>0.39 | 323<br>0.75 |
| DOMESTIC/SERVICE | 136<br>. | 36<br>0.47 | 32<br>0.49 | 204<br>0.47 |
| OTHER | 1093<br>. | 230<br>3.05 | 199<br>3.01 | 1522<br>3.53 |
| TOTAL | . | 7554 | 6609 | 43178 |

CAMBRIDGE SYSTEMATICS, INC.

1980 EMPLOYEES -- ALL TRIPS

TABLE OF OCC BY FIL_S

OCC OCCUPATION FIL_S

| FREQUENCY<br>COL PCT | NO SHOP DC | SHOP OTHER_DC | SHOP FILENES | TOTAL |
|---|---|---|---|---|
| M | 10<br>. | 0<br>. | 11<br>. | . |
| . | 687<br>. | 34<br>. | 9<br>. | . |
| SALES | 1166<br>. | 119<br>2.73 | 50<br>2.21 | 169 |
| CLERICAL/OFFICE | 15881<br>. | 2355<br>53.98 | 1098<br>48.89 | 3453 |
| EXEC / PROF | 17662<br>. | 1740<br>39.89 | 989<br>44.02 | 2729 |
| SHOP / FACTORY | 70<br>. | 0<br>. | 0<br>. | 0 |
| CRAFTS/ FOREMAN | 297<br>. | 21<br>0.49 | 5<br>0.21 | 26 |
| DOMESTIC/SERVICE | 171<br>. | 24<br>0.55 | 8<br>0.36 | 32 |
| OTHER | 1323<br>. | 102<br>2.34 | 97<br>4.32 | 199 |
| TOTAL | . | 4362 | 2246 | 6609 |

CAMBRIDGE SYSTEMATICS, INC.

1980 EMPLOYEES -- ALL TRIPS

TABLE OF BLDG_LOC BY DC_S

BLDG_LOC DC_S

| FREQUENCY<br>COL PCT | NO SHOP | SHOP ELSEWHER | SHOP DC | ALL WORKERS |
|---|---|---|---|---|
| 1 | 6094<br>. | 1530<br>19.99 | 1495<br>22.43 | 9119<br>20.76 |
| 3 | 1872<br>. | 314<br>4.10 | 284<br>4.27 | 2470<br>5.62 |
| 6 | 3022<br>. | 691<br>9.03 | 306<br>4.60 | 4019<br>9.15 |
| 4 | 10485<br>. | 2729<br>35.66 | 3026<br>45.41 | 16238<br>36.96 |
| 2 | 2565<br>. | 804<br>10.51 | 380<br>5.70 | 3749<br>8.53 |
| 7 | 1983<br>. | 438<br>5.72 | 284<br>4.26 | 2705<br>6.16 |
| 5 | 3596<br>. | 1146<br>14.98 | 888<br>13.33 | 5630<br>12.81 |
| TOTAL | . | 7651 | 6663 | 43931 |

CAMBRIDGE SYSTEMATICS, INC.

1980 EMPLOYEES -- ALL TRIPS

TABLE OF BLDG_LOC BY FIL_S

BLDG_LOC FIL_S

| FREQUENCY<br>COL PCT | NO SHOP<br>DC | SHOP<br>OTHER_DC | SHOP<br>FILENES | TOTAL |
|---|---|---|---|---|
| 1 | 7624<br>. | 938<br>21.32 | 557<br>24.59 | 1495 |
| 3 | 2186<br>. | 230<br>5.23 | 54<br>2.39 | 284 |
| 6 | 3713<br>. | 241<br>5.49 | 65<br>2.86 | 306 |
| 4 | 13213<br>. | 1915<br>43.56 | 1111<br>49.02 | 3026 |
| 2 | 3370<br>. | 292<br>6.64 | 87<br>3.86 | 380 |
| 7 | 2421<br>. | 195<br>4.43 | 89<br>3.93 | 284 |
| 5 | 4742<br>. | 586<br>13.32 | 303<br>13.35 | 888 |
| TOTAL | . | 4396 | 2266 | 6663 |

CAMBRIDGE SYSTEMATICS, INC.

1978 EMPLOYEES -- ALL TRIPS

TABLE OF AGE BY DC_S

AGE DC_S

| FREQUENCY<br>COL PCT | NO SHOP | SHOP ELSEWHER | SHOP DC | ALL WORKERS |
|---|---|---|---|---|
| M | 41<br>. | 0<br>. | 0<br>. | 41<br>. |
| . | 208<br>. | 30<br>. | 173<br>. | 412<br>. |
| 0 | 0<br>. | 11<br>0.16 | 0<br>0.00 | 11<br>0.02 |
| UNDER 16 | 45<br>. | 21<br>0.32 | 11<br>0.11 | 77<br>0.18 |
| 16 - 24 | 4688<br>. | 1354<br>20.28 | 1713<br>18.29 | 7755<br>17.84 |
| 25 - 34 | 10112<br>. | 2621<br>39.27 | 3012<br>32.16 | 15744<br>36.21 |
| 35 - 44 | 4856<br>. | 939<br>14.07 | 1707<br>18.22 | 7501<br>17.25 |
| 45 - 64 | 7152<br>. | 1527<br>22.88 | 2792<br>29.81 | 11470<br>26.38 |
| 65+ | 587<br>. | 202<br>3.03 | 131<br>1.40 | 920<br>2.12 |
| TOTAL | . | 6674 | 9366 | 43478 |

CAMBRIDGE SYSTEMATICS, INC.

1978 EMPLOYEES -- ALL TRIPS

TABLE OF AGE BY FIL_S

AGE FIL_S

| FREQUENCY<br>COL PCT | NO SHOP DC | SHOP OTHER_DC | SHOP FILENES | TOTAL |
|---|---|---|---|---|
| M | 41<br>. | 0<br>. | 0<br>. | . |
| . | 239<br>. | 148<br>. | 25<br>. | . |
| 0 | 11<br>. | 0<br>. | 0<br>. | 0 |
| UNDER 16 | 66<br>. | 11<br>0.17 | 0<br>0.00 | 11 |
| 16 - 24 | 6042<br>. | 1242<br>19.64 | 472<br>15.50 | 1713 |
| 25 - 34 | 12732<br>. | 1940<br>30.68 | 1072<br>35.24 | 3012 |
| 35 - 44 | 5795<br>. | 1114<br>17.61 | 593<br>19.50 | 1707 |
| 45 - 64 | 8679<br>. | 1901<br>30.07 | 891<br>29.26 | 2792 |
| 65+ | 789<br>. | 116<br>1.83 | 15<br>0.50 | 131 |
| TOTAL | . | 6323 | 3043 | 9366 |

CAMBRIDGE SYSTEMATICS, INC.

1978 EMPLOYEES -- ALL TRIPS

TABLE OF HHINC BY DC_S

HHINC HOUSEHOLD INCOME DC_S

| FREQUENCY<br>COL PCT | NO SHOP | SHOP ELSEWHER | SHOP DC | ALL WORKERS |
|---|---|---|---|---|
| M | 46<br>. | 18<br>. | 21<br>. | 86<br>. |
| MISSING | 2036<br>. | 438<br>. | 1058<br>. | 3532<br>. |
| 0 - $4,999 | 534<br>. | 93<br>1.48 | 57<br>0.67 | 683<br>1.69 |
| $5,000 - 9,999 | 3148<br>. | 831<br>13.29 | 948<br>11.21 | 4927<br>12.22 |
| $10,000 - 14,999 | 4438<br>. | 1002<br>16.03 | 1855<br>21.93 | 7294<br>18.09 |
| $15,000 - 24,999 | 6694<br>. | 1600<br>25.61 | 2586<br>30.57 | 10880<br>26.99 |
| $25,000+ | 10793<br>. | 2723<br>43.58 | 3014<br>35.63 | 16529<br>41.00 |
| TOTAL | . | 6249 | 8460 | 40313 |

CAMBRIDGE SYSTEMATICS, INC.

1978 EMPLOYEES -- ALL TRIPS

TABLE OF HHINC BY FIL_S

HHINC HOUSEHOLD INCOME FIL_S

| FREQUENCY<br>COL PCT | NO SHOP DC | SHOP OTHER_DC | SHOP FILENES | TOTAL |
|---|---|---|---|---|
| M | 65<br>. | 0<br>. | 21<br>. | . |
| MISSING | 2473<br>. | 760<br>. | 298<br>. | . |
| 0 - $4,999 | 626<br>. | 57<br>0.99 | 0<br>0.00 | 57 |
| $5,000 - 9,999 | 3979<br>. | 645<br>11.29 | 303<br>11.03 | 948 |
| $10,000 - 14,999 | 5439<br>. | 1186<br>20.77 | 669<br>24.33 | 1855 |
| $15,000 - 24,999 | 8294<br>. | 1868<br>32.71 | 718<br>26.13 | 2586 |
| $25,000+ | 13516<br>. | 1955<br>34.24 | 1058<br>38.50 | 3014 |
| TOTAL | . | 5711 | 2749 | 8460 |

CAMBRIDGE SYSTEMATICS, INC.

1978 EMPLOYEES -- ALL TRIPS

TABLE OF OCC BY DC_S

OCC OCCUPATION DC_S

| FREQUENCY<br>COL PCT | NO SHOP | SHOP ELSEWHER | SHOP DC | ALL WORKERS |
|---|---|---|---|---|
| . | 275<br>. | 83<br>. | 108<br>. | 466<br>. |
| SALES | 971<br>. | 173<br>2.61 | 150<br>1.59 | 1294<br>2.98 |
| CLERICAL/OFFICE | 10779<br>. | 2918<br>44.06 | 5272<br>55.90 | 18968<br>43.64 |
| EXEC / PROF | 14121<br>. | 3281<br>49.54 | 3626<br>38.45 | 21027<br>48.38 |
| SHOP / FACTORY | 72<br>. | 31<br>0.46 | 19<br>0.20 | 122<br>0.28 |
| CRAFTS/ FOREMAN | 316<br>. | 81<br>1.22 | 100<br>1.06 | 497<br>1.14 |
| DOMESTIC/SERVICE | 239<br>. | 24<br>0.36 | 25<br>0.27 | 288<br>0.66 |
| OTHER | 913<br>. | 116<br>1.75 | 239<br>2.54 | 1269<br>2.92 |
| TOTAL | . | 6622 | 9432 | 43464 |

CAMBRIDGE SYSTEMATICS, INC.

1978 EMPLOYEES -- ALL TRIPS

TABLE OF OCC BY FIL_S

OCC OCCUPATION FIL_S

| FREQUENCY<br>COL PCT | NO SHOP<br>DC | SHOP<br>OTHER_DC | SHOP<br>FILENES | TOTAL |
|---|---|---|---|---|
| . | 358<br>. | 50<br>. | 57<br>. | . |
| SALES | 1144<br>. | 73<br>1.14 | 77<br>2.55 | 150 |
| CLERICAL/OFFICE | 13696<br>. | 3674<br>57.22 | 1598<br>53.06 | 5272 |
| EXEC / PROF | 17401<br>. | 2319<br>36.11 | 1307<br>43.42 | 3626 |
| SHOP / FACTORY | 103<br>. | 19<br>0.30 | 0<br>0.00 | 19 |
| CRAFTS/ FOREMAN | 397<br>. | 82<br>1.27 | 18<br>0.59 | 100 |
| DOMESTIC/SERVICE | 263<br>. | 25<br>0.40 | 0<br>0.00 | 25 |
| OTHER | 1029<br>. | 228<br>3.55 | 12<br>0.38 | 239 |
| TOTAL | . | 6421 | 3011 | 9432 |

CAMBRIDGE SYSTEMATICS, INC.

1978 EMPLOYEES -- ALL TRIPS

TABLE OF BLDG_LOC BY DC_S

BLDG_LOC DC_S

| FREQUENCY<br>COL PCT | NO SHOP | SHOP ELSEWHER | SHOP DC | ALL WORKERS |
|---|---|---|---|---|
| 1 | 5742 | 1459 | 1917 | 9117 |
| | . | 21.76 | 20.09 | 20.75 |
| 3 | 1590 | 357 | 522 | 2470 |
| | . | 5.33 | 5.48 | 5.62 |
| 6 | 2375 | 653 | 494 | 4022 |
| | . | 9.74 | 5.18 | 9.15 |
| 4 | 9251 | 2679 | 4311 | 16241 |
| | . | 39.95 | 45.19 | 36.97 |
| 2 | 2531 | 426 | 693 | 3750 |
| | . | 6.35 | 7.26 | 8.54 |
| 7 | 1867 | 348 | 488 | 2703 |
| | . | 5.19 | 5.11 | 6.15 |
| 5 | 3732 | 783 | 1115 | 5630 |
| | . | 11.67 | 11.69 | 12.81 |
| TOTAL | . | 6705 | 9540 | 43932 |

CAMBRIDGE SYSTEMATICS, INC.

1978 EMPLOYEES -- ALL TRIPS

TABLE OF BLDG_LOC BY FIL_S

BLDG_LOC FIL_S

| FREQUENCY<br>COL PCT | NO SHOP DC | SHOP OTHER_DC | SHOP FILENES | TOTAL |
|---|---|---|---|---|
| 1 | 7201<br>. | 1323<br>20.44 | 594<br>19.36 | 1917 |
| 3 | 1947<br>. | 351<br>5.43 | 171<br>5.58 | 522 |
| 6 | 3528<br>. | 369<br>5.70 | 125<br>4.07 | 494 |
| 4 | 11930<br>. | 2922<br>45.16 | 1389<br>45.28 | 4311 |
| 2 | 3057<br>. | 411<br>6.35 | 282<br>9.19 | 693 |
| 7 | 2215<br>. | 401<br>6.20 | 86<br>2.82 | 488 |
| 5 | 4515<br>. | 694<br>10.73 | 421<br>13.71 | 1115 |
| TOTAL | . | 6471 | 3069 | 9540 |

CAMBRIDGE SYSTEMATICS, INC.

1980 EMPLOYEES -- AFTER WORK TRIPS

TABLE OF AGE BY ADC_S

AGE ADC_S

| FREQUENCY<br>COL PCT | NO SHOP | SHOP ELSEWHER | SHOP DC | TOTAL |
|---|---|---|---|---|
| M | 27<br>. | 0<br>. | 0<br>. | . |
| . | 489<br>. | 0<br>. | 0<br>. | . |
| 0 | 32<br>. | 0<br>. | 0<br>. | 0 |
| UNDER 16 | 51<br>. | 11<br>0.59 | 0<br>0.00 | 11 |
| 16 - 24 | 8515<br>. | 210<br>11.44 | 75<br>21.46 | 285 |
| 25 - 34 | 15183<br>. | 784<br>42.75 | 175<br>49.83 | 960 |
| 35 - 44 | 6427<br>. | 452<br>24.63 | 40<br>11.37 | 492 |
| 45 - 64 | 10376<br>. | 346<br>18.87 | 61<br>17.34 | 407 |
| 65+ | 644<br>. | 32<br>1.72 | 0<br>0.00 | 32 |
| TOTAL | . | 1835 | 352 | 2187 |

CAMBRIDGE SYSTEMATICS, INC.

1980 EMPLOYEES - AFTER WORK TRIPS

TABLE OF AGE BY AFIL_S

AGE AFIL_S

| FREQUENCY<br>COL PCT | NO SHOP DC | SHOP OTHER_DC | SHOP FILENES | TOTAL |
|---|---|---|---|---|
| M | 27<br>. | 0<br>. | 0<br>. | . |
| . | 489<br>. | 0<br>. | 0<br>. | . |
| 0 | 32<br>. | 0<br>. | 0<br>. | 0 |
| UNDER 16 | 61<br>. | 0<br>. | 0<br>. | 0 |
| 16 - 24 | 8725<br>. | 56<br>20.94 | 20<br>23.11 | 75 |
| 25 - 34 | 15967<br>. | 175<br>65.66 | 0<br>0.00 | 175 |
| 35 - 44 | 6879<br>. | 26<br>9.71 | 14<br>16.59 | 40 |
| 45 - 64 | 10723<br>. | 10<br>3.68 | 51<br>60.30 | 61 |
| 65+ | 675<br>. | 0<br>. | 0<br>. | 0 |
| TOTAL | . | 267 | 85 | 352 |

CAMBRIDGE SYSTEMATICS, INC.

1980 EMPLOYEES -- AFTER WORK TRIPS

TABLE OF HHINC BY ADC_S

HHINC HOUSEHOLD INCOME ADC_S

| FREQUENCY<br>COL PCT | NO SHOP | SHOP ELSEWHER | SHOP DC | TOTAL |
|---|---|---|---|---|
| M | 60<br>. | 0<br>. | 6<br>. | . |
| MISSING | 3514<br>. | 28<br>. | 0<br>. | . |
| 0-$5,999 | 1159<br>. | 73<br>4.02 | 0<br>0.00 | 73 |
| $6,000 - 11,999 | 5258<br>. | 150<br>8.32 | 18<br>5.34 | 169 |
| $12,000 - 17,999 | 7379<br>. | 279<br>15.46 | 167<br>48.16 | 446 |
| $18,000 - 29,999 | 10514<br>. | 369<br>20.41 | 122<br>35.15 | 490 |
| $30,000+ | 13860<br>. | 936<br>51.79 | 39<br>11.35 | 975 |
| TOTAL | . | 1807 | 346 | 2153 |

CAMBRIDGE SYSTEMATICS, INC.

1980 EMPLOYEES -- AFTER WORK TRIPS

TABLE OF HHINC BY AFIL_S

HHINC HOUSEHOLD INCOME AFIL_S

| FREQUENCY<br>COL PCT | NO SHOP<br>DC | SHOP<br>OTHER_DC | SHOP<br>FILENES | TOTAL |
|---|---|---|---|---|
| M | 60<br>. | 6<br>. | 0<br>. | . |
| MISSING | 3542<br>. | 0<br>. | 0<br>. | . |
| 0-$5,999 | 1232<br>. | 0<br>. | 0<br>. | 0 |
| $6,000 - 11,999 | 5409<br>. | 18<br>7.08 | 0<br>0.00 | 18 |
| $12,000 - 17,999 | 7658<br>. | 142<br>54.45 | 24<br>28.81 | 167 |
| $18,000 - 29,999 | 10882<br>. | 61<br>23.44 | 60<br>71.19 | 122 |
| $30,000+ | 14796<br>. | 39<br>15.03 | 0<br>0.00 | 39 |
| TOTAL | . | 261 | 85 | 346 |

CAMBRIDGE SYSTEMATICS, INC.

1980 EMPLOYEES -- AFTER WORK TRIPS

TABLE OF BLDG_LOC BY ADC_S

BLDG_LOC ADC_S

| FREQUENCY<br>COL PCT | NO SHOP | SHOP ELSEWHER | SHOP DC | TOTAL |
|---|---|---|---|---|
| 1 | 8663<br>. | 298<br>16.27 | 157<br>44.66 | 456 |
| 3 | 2416<br>. | 41<br>2.25 | 13<br>3.60 | 54 |
| 6 | 3895<br>. | 124<br>6.75 | 0<br>0.00 | 124 |
| 4 | 15354<br>. | 746<br>40.65 | 139<br>39.54 | 885 |
| 2 | 3570<br>. | 158<br>8.63 | 21<br>5.89 | 179 |
| 7 | 2533<br>. | 172<br>9.36 | 0<br>0.00 | 172 |
| 5 | 5312<br>. | 295<br>16.09 | 22<br>6.30 | 317 |
| TOTAL | . | 1835 | 352 | 2187 |

CAMBRIDGE SYSTEMATICS, INC.

1980 EMPLOYEES AFTER WORK TRIPS

TABLE OF BLDG_LOC BY AFIL_S

BLDG_LOC AFIL_S

| FREQUENCY<br>COL PCT | NO SHOP<br>DC | SHOP<br>OTHER_DC | SHOP<br>FILENES | TOTAL |
|---|---|---|---|---|
| 1 | 8962<br>. | 149<br>55.73 | 8<br>9.83 | 157 |
| 3 | 2458<br>. | 13<br>4.75 | 0<br>0.00 | 13 |
| 6 | 4019<br>. | 0<br>. | 0<br>. | 0 |
| 4 | 16099<br>. | 79<br>29.48 | 60<br>71.19 | 139 |
| 2 | 3729<br>. | 10<br>3.88 | 10<br>12.22 | 21 |
| 7 | 2705<br>. | 0<br>. | 0<br>. | 0 |
| 5 | 5607<br>. | 16<br>6.16 | 6<br>6.76 | 22 |
| TOTAL | . | 267 | 85 | 352 |

CAMBRIDGE SYSTEMATICS, INC.

1980 EMPLOYEES -- AFTER WORK TRIPS

TABLE OF OCC BY ADC_S

OCC OCCUPATION ADC_S

| FREQUENCY<br>COL PCT | NO SHOP | SHOP ELSEWHER | SHOP DC | TOTAL |
|---|---|---|---|---|
| M | 21<br>. | 0<br>. | 0<br>. | . |
| . | 721<br>. | 9<br>. | 0<br>. | . |
| SALES | 1290<br>. | 40<br>2.21 | 4<br>1.17 | 44 |
| CLERICAL/OFFICE | 18694<br>. | 521<br>28.56 | 118<br>33.58 | 640 |
| EXEC / PROF | 19111<br>. | 1058<br>57.95 | 221<br>62.88 | 1279 |
| SHOP / FACTORY | 70<br>. | 0<br>. | 0<br>. | 0 |
| CRAFTS/ FOREMAN | 304<br>. | 11<br>0.59 | 8<br>2.37 | 19 |
| DOMESTIC/SERVICE | 173<br>. | 30<br>1.65 | 0<br>0.00 | 30 |
| OTHER | 1357<br>. | 165<br>9.04 | 0<br>0.00 | 165 |
| TOTAL | . | 1826 | 352 | 2178 |

CAMBRIDGE SYSTEMATICS, INC.

1980 EMPLOYEES -- AFTER WORK TRIPS

TABLE OF OCC BY AFIL_S

OCC OCCUPATION AFIL_S

| FREQUENCY<br>COL PCT | NO SHOP<br>DC | SHOP<br>OTHER_DC | SHOP<br>FILENES | TOTAL |
|---|---|---|---|---|
| M | 21<br>. | 0<br>. | 0<br>. | . |
| . | 730<br>. | 0<br>. | 0<br>. | . |
| SALES | 1331<br>. | 4<br>1.54 | 0<br>0.00 | 4 |
| CLERICAL/OFFICE | 19216<br>. | 52<br>19.48 | 66<br>77.95 | 118 |
| EXEC / PROF | 20169<br>. | 202<br>75.86 | 19<br>22.05 | 221 |
| SHOP / FACTORY | 70<br>. | 0<br>. | 0<br>. | 0 |
| CRAFTS/ FOREMAN | 315<br>. | 8<br>3.12 | 0<br>0.00 | 8 |
| DOMESTIC/SERVICE | 204<br>. | 0<br>. | 0<br>. | 0 |
| OTHER | 1522<br>. | 0<br>. | 0<br>. | 0 |
| TOTAL | . | 267 | 85 | 352 |

## Office Worker Purchase Data

In this section can be found tables that provide purchase/no-purchase splits by time and day for all office workers, those office workers who shop outside Downtown Crossing, those who shop in Downtown Crossing, and those who shop at Filene's. These are given for the following merchandise groupings: drugs, food, housewares, shoes, jewelry, books, clothes, and other. These tables show how many of (for example) Filene's shoppers purchase (say) shoes, regardless of where the purchase is made. Also included are tables showing the distribution of purchase sizes (for all merchandise categories) for all workers, those who shop outside Downtown Crossing, those who shop in Downtown Crossing, and those who shop in Filene's.

CAMBRIDGE SYSTEMATICS, INC.

1980 EMPLOYEES -- MIDDAY TRIPS

TABLE OF T_VAL BY DC_S

T_VAL DC_S

| FREQUENCY<br>COL PCT | NO SHOP | SHOP ELSEWHER | SHOP DC | ALL WORKERS |
|---|---|---|---|---|
| NO PURCHASE | 15392<br>. | 1430<br>. | 1015<br>. | 17836<br>. |
| LESS THAN $25 | 13343<br>. | 5031<br>80.87 | 4201<br>74.38 | 22574<br>86.52 |
| $25.01 TO $50 | 502<br>. | 782<br>12.57 | 834<br>14.77 | 2118<br>8.12 |
| $50.01 TO $100 | 273<br>. | 266<br>4.28 | 436<br>7.72 | 975<br>3.74 |
| OVER $100.01 | 106<br>. | 143<br>2.29 | 177<br>3.13 | 426<br>1.63 |
| TOTAL | . | 6222 | 5648 | 26092 |

TABLE OF T_VAL BY FIL_S

T_VAL FIL_S

| FREQUENCY<br>COL PCT | NO SHOP DC | SHOP OTHER_DC | SHOP FILENES | TOTAL |
|---|---|---|---|---|
| NO PURCHASE | 16822<br>. | 630<br>. | 385<br>. | . |
| LESS THAN $25 | 18374<br>. | 2804<br>74.45 | 1397<br>74.24 | 4201 |
| $25.01 TO $50 | 1284<br>. | 538<br>14.28 | 296<br>15.74 | 834 |
| $50.01 TO $100 | 539<br>. | 271<br>7.19 | 165<br>8.78 | 436 |
| OVER $100.01 | 249<br>. | 154<br>4.08 | 23<br>1.24 | 177 |
| TOTAL | . | 3767 | 1881 | 5648 |

CAMBRIDGE SYSTEMATICS, INC.

1980 EMPLOYEES -- MIDDAY TRIPS

TABLE OF DRUGS BY DC_S

DRUGS DC_S

| FREQUENCY<br>COL PCT | NO SHOP | SHOP ELSEWHER | SHOP DC | ALL WORKERS |
|---|---|---|---|---|
| N_PURCH | 28887<br>. | 6584<br>86.05 | 5615<br>84.27 | 41084<br>93.53 |
| PURCH | 728<br>. | 1068<br>13.95 | 1048<br>15.73 | 2844<br>6.47 |
| TOTAL | . | 7651 | 6663 | 43928 |

TABLE OF DRUGS BY FIL_S

DRUGS FIL_S

| FREQUENCY<br>COL PCT | NO SHOP DC | SHOP OTHER_DC | SHOP FILENES | TOTAL |
|---|---|---|---|---|
| N_PURCH | 35470<br>. | 3603<br>81.96 | 2011<br>88.75 | 5615 |
| PURCH | 1796<br>. | 793<br>18.04 | 255<br>11.25 | 1048 |
| TOTAL | . | 4396 | 2266 | 6663 |

CAMBRIDGE SYSTEMATICS, INC.

1980 EMPLOYEES -- MIDDAY TRIPS

TABLE OF HOUSEWR BY DC_S

HOUSEWR DC_S

| FREQUENCY<br>COL PCT | NO SHOP | SHOP ELSEWHER | SHOP DC | ALL WORKERS |
|---|---|---|---|---|
| N_PURCH | 29340<br>. | 7240<br>94.63 | 5945<br>89.23 | 42524<br>96.81 |
| PURCH | 275<br>. | 411<br>5.37 | 717<br>10.77 | 1403<br>3.19 |
| TOTAL | . | 7651 | 6662 | 43927 |

TABLE OF HOUSEWR BY FIL_S

HOUSEWR FIL_S

| FREQUENCY<br>COL PCT | NO SHOP DC | SHOP OTHER_DC | SHOP FILENES | TOTAL |
|---|---|---|---|---|
| N_PURCH | 36580<br>. | 3872<br>88.08 | 2073<br>91.48 | 5945 |
| PURCH | 686<br>. | 524<br>11.92 | 193<br>8.52 | 717 |
| TOTAL | . | 4396 | 2266 | 6663 |

CAMBRIDGE SYSTEMATICS, INC.

1980 EMPLOYEES -- MIDDAY TRIPS

TABLE OF SHOES BY DC_S

SHOES DC_S

| FREQUENCY<br>COL PCT | NO SHOP | SHOP ELSEWHER | SHOP DC | ALL WORKERS |
|---|---|---|---|---|
| N_PURCH | 29442<br>. | 7450<br>97.37 | 6412<br>96.24 | 43302<br>98.58 |
| PURCH | 173<br>. | 201<br>2.63 | 250<br>3.76 | 625<br>1.42 |
| TOTAL | . | 7651 | 6662 | 43927 |

TABLE OF SHOES BY FIL_S

SHOES FIL_S

| FREQUENCY<br>COL PCT | NO SHOP DC | SHOP OTHER_DC | SHOP FILENES | TOTAL |
|---|---|---|---|---|
| N_PURCH | 36891<br>. | 4265<br>97.01 | 2147<br>94.75 | 6412 |
| PURCH | 375<br>. | 131<br>2.99 | 119<br>5.25 | 250 |
| TOTAL | . | 4396 | 2266 | 6663 |

CAMBRIDGE SYSTEMATICS, INC.

1980 EMPLOYEES -- MIDDAY TRIPS

TABLE OF JEWEL BY DC_S

JEWEL DC_S

| FREQUENCY<br>COL PCT | NO SHOP | SHOP ELSEWHER | SHOP DC | ALL WORKERS |
|---|---|---|---|---|
| N_PURCH | 29475<br>. | 7466<br>97.58 | 6358<br>95.43 | 43297<br>98.57 |
| PURCH | 141<br>. | 185<br>2.42 | 304<br>4.57 | 630<br>1.43 |
| TOTAL | . | 7651 | 6662 | 43927 |

TABLE OF JEWEL BY FIL_S

JEWEL FIL_S

| FREQUENCY<br>COL PCT | NO SHOP DC | SHOP OTHER_DC | SHOP FILENES | TOTAL |
|---|---|---|---|---|
| N_PURCH | 36940<br>. | 4129<br>93.91 | 2230<br>98.39 | 6359 |
| PURCH | 326<br>. | 268<br>6.09 | 36<br>1.61 | 304 |
| TOTAL | . | 4396 | 2266 | 6663 |

CAMBRIDGE SYSTEMATICS, INC.

1980 EMPLOYEES -- MIDDAY TRIPS

TABLE OF BOOKS BY DC_S

BOOKS DC_S

| FREQUENCY<br>COL PCT | NO SHOP | SHOP ELSEWHER | SHOP DC | ALL WORKERS |
|---|---|---|---|---|
| N_PURCH | 28857<br>. | 6787<br>88.71 | 5437<br>81.61 | 41080<br>93.52 |
| PURCH | 759<br>. | 864<br>11.29 | 1226<br>18.39 | 2848<br>6.48 |
| TOTAL | . | 7651 | 6663 | 43928 |

TABLE OF BOOKS BY FIL_S

BOOKS FIL_S

| FREQUENCY<br>COL PCT | NO SHOP DC | SHOP OTHER_DC | SHOP FILENES | TOTAL |
|---|---|---|---|---|
| N_PURCH | 35644<br>. | 3481<br>79.17 | 1957<br>86.33 | 5437 |
| PURCH | 1622<br>. | 916<br>20.83 | 310<br>13.67 | 1226 |
| TOTAL | . | 4396 | 2266 | 6663 |

CAMBRIDGE SYSTEMATICS, INC.

1980 EMPLOYEES -- MIDDAY TRIPS

TABLE OF FOOD BY DC_S

FOOD DC_S

| FREQUENCY<br>COL PCT | NO SHOP | SHOP ELSEWHER | SHOP DC | ALL WORKERS |
|---|---|---|---|---|
| N_PURCH | 16962<br>. | 3515<br>45.93 | 3249<br>48.76 | 23725<br>54.01 |
| PURCH | 12554<br>. | 4137<br>54.07 | 3414<br>51.24 | 20203<br>45.99 |
| TOTAL | . | 7651 | 6663 | 43928 |

TABLE OF FOOD BY FIL_S

FOOD FIL_S

| FREQUENCY<br>COL PCT | NO SHOP DC | SHOP OTHER_DC | SHOP FILENES | TOTAL |
|---|---|---|---|---|
| N_PURCH | 20476<br>. | 1874<br>42.62 | 1375<br>60.68 | 3249 |
| PURCH | 16790<br>. | 2523<br>57.38 | 891<br>39.32 | 3414 |
| TOTAL | . | 4396 | 2266 | 6663 |

CAMBRIDGE SYSTEMATICS, INC.

1980 EMPLOYEES -- MIDDAY TRIPS

TABLE OF CLOTHES BY DC_S

CLOTHES DC_S

| FREQUENCY<br>COL PCT | NO SHOP | SHOP ELSEWHER | SHOP DC | ALL WORKERS |
|---|---|---|---|---|
| N_PURCH | 28532<br>. | 5799<br>75.80 | 4407<br>66.14 | 38737<br>88.18 |
| PURCH | 1084<br>. | 1852<br>24.20 | 2256<br>33.86 | 5191<br>11.82 |
| TOTAL | . | 7651 | 6663 | 43928 |

TABLE OF CLOTHES BY FIL_S

CLOTHES FIL_S

| FREQUENCY<br>COL PCT | NO SHOP DC | SHOP OTHER_DC | SHOP FILENES | TOTAL |
|---|---|---|---|---|
| N_PURCH | 34331<br>. | 3280<br>74.62 | 1126<br>49.70 | 4407 |
| PURCH | 2935<br>. | 1116<br>25.38 | 1140<br>50.30 | 2256 |
| TOTAL | . | 4396 | 2266 | 6663 |

CAMBRIDGE SYSTEMATICS, INC.

1980 EMPLOYEES -- MIDDAY TRIPS

TABLE OF OTHER BY DC_S

OTHER DC_S

| FREQUENCY<br>COL PCT | NO SHOP | SHOP ELSEWHER | SHOP DC | ALL WORKERS |
|---|---|---|---|---|
| N_PURCH | 28049<br>. | 6394<br>83.57 | 5778<br>86.73 | 40220<br>91.56 |
| PURCH | 1566<br>. | 1257<br>16.43 | 884<br>13.27 | 3708<br>8.44 |
| TOTAL | . | 7651 | 6662 | 43928 |

TABLE OF OTHER BY FIL_S

OTHER FIL_S

| FREQUENCY<br>COL PCT | NO SHOP DC | SHOP OTHER_DC | SHOP FILENES | TOTAL |
|---|---|---|---|---|
| N_PURCH | 34442<br>. | 3767<br>85.67 | 2012<br>88.77 | 5778 |
| PURCH | 2824<br>. | 630<br>14.33 | 255<br>11.23 | 884 |
| TOTAL | . | 4396 | 2266 | 6663 |

CAMBRIDGE SYSTEMATICS, INC.

1978 EMPLOYEES -- MIDDAY TRIPS

TABLE OF T_VAL BY DC_S

T_VAL DC_S

| FREQUENCY<br>COL PCT | NO SHOP | SHOP ELSEWHER | SHOP DC | ALL WORKERS |
|---|---|---|---|---|
| NO PURCHASE | 14372<br>. | 1180<br>. | 1575<br>. | 17126<br>. |
| LESS THAN $25 | 12725<br>. | 4721<br>85.44 | 6290<br>78.98 | 23735<br>88.55 |
| $25.01 TO $50 | 405<br>. | 422<br>7.64 | 939<br>11.80 | 1766<br>6.59 |
| $50.01 TO $100 | 129<br>. | 211<br>3.82 | 531<br>6.67 | 871<br>3.25 |
| OVER $100.01 | 56<br>. | 171<br>3.10 | 204<br>2.56 | 431<br>1.61 |
| TOTAL | . | 5525 | 7965 | 26804 |

TABLE OF T_VAL BY FIL_S

T_VAL FIL_S

| FREQUENCY<br>COL PCT | NO SHOP DC | SHOP OTHER_DC | SHOP FILENES | TOTAL |
|---|---|---|---|---|
| NO PURCHASE | 15551<br>. | 1029<br>. | 546<br>. | . |
| LESS THAN $25 | 17446<br>. | 4493<br>82.56 | 1798<br>71.25 | 6290 |
| $25.01 TO $50 | 827<br>. | 521<br>9.58 | 418<br>16.58 | 939 |
| $50.01 TO $100 | 340<br>. | 287<br>5.27 | 244<br>9.68 | 531 |
| OVER $100.01 | 227<br>. | 141<br>2.59 | 63<br>2.49 | 204 |
| TOTAL | . | 5442 | 2523 | 7965 |

CAMBRIDGE SYSTEMATICS, INC.

1978 EMPLOYEES -- MIDDAY TRIPS

TABLE OF DRUGS BY DC_S

DRUGS DC_S

| FREQUENCY<br>COL PCT | NO SHOP | SHOP ELSEWHER | SHOP DC | ALL WORKERS |
|---|---|---|---|---|
| N_PURCH | 26938<br>. | 5891<br>87.87 | 8575<br>89.89 | 41403<br>94.25 |
| PURCH | 749<br>. | 813<br>12.13 | 964<br>10.11 | 2527<br>5.75 |
| TOTAL | . | 6705 | 9539 | 43929 |

TABLE OF DRUGS BY FIL_S

DRUGS FIL_S

| FREQUENCY<br>COL PCT | NO SHOP DC | SHOP OTHER_DC | SHOP FILENES | TOTAL |
|---|---|---|---|---|
| N_PURCH | 32328<br>. | 5723<br>88.44 | 2852<br>92.95 | 8575 |
| PURCH | 1563<br>. | 748<br>11.56 | 216<br>7.05 | 964 |
| TOTAL | . | 6471 | 3069 | 9540 |

CAMBRIDGE SYSTEMATICS, INC.

1978 EMPLOYEES -- MIDDAY TRIPS

TABLE OF FOOD BY DC_S

FOOD DC_S

| FREQUENCY<br>COL PCT | NO SHOP | SHOP ELSEWHER | SHOP DC | ALL WORKERS |
|---|---|---|---|---|
| N_PURCH | 15863<br>. | 2770<br>41.31 | 4747<br>49.77 | 23379<br>53.22 |
| PURCH | 11824<br>. | 3935<br>58.69 | 4792<br>50.23 | 20551<br>46.78 |
| TOTAL | . | 6705 | 9539 | 43929 |

TABLE OF FOOD BY FIL_S

FOOD FIL_S

| FREQUENCY<br>COL PCT | NO SHOP DC | SHOP OTHER_DC | SHOP FILENES | TOTAL |
|---|---|---|---|---|
| N_PURCH | 18632<br>. | 3198<br>49.42 | 1549<br>50.49 | 4748 |
| PURCH | 15759<br>. | 3273<br>50.58 | 1519<br>49.51 | 4792 |
| TOTAL | . | 6471 | 3069 | 9540 |

CAMBRIDGE SYSTEMATICS, INC.

1978 EMPLOYEES -- MIDDAY TRIPS

TABLE OF HOUSEWR BY DC_S

HOUSEWR DC_S

| FREQUENCY<br>COL PCT | NO SHOP | SHOP ELSEWHER | SHOP DC | ALL WORKERS |
|---|---|---|---|---|
| N_PURCH | 27488<br>. | 6337<br>94.51 | 8848<br>92.76 | 42672<br>97.14 |
| PURCH | 199<br>. | 368<br>5.49 | 690<br>7.24 | 1258<br>2.86 |
| TOTAL | . | 6705 | 9539 | 43929 |

TABLE OF HOUSEWR BY FIL_S

HOUSEWR FIL_S

| FREQUENCY<br>COL PCT | NO SHOP DC | SHOP OTHER_DC | SHOP FILENES | TOTAL |
|---|---|---|---|---|
| N_PURCH | 33824<br>. | 5943<br>91.84 | 2906<br>94.70 | 8849 |
| PURCH | 567<br>. | 528<br>8.16 | 163<br>5.30 | 690 |
| TOTAL | . | 6471 | 3069 | 9539 |

CAMBRIDGE SYSTEMATICS, INC.

1978 EMPLOYEES -- MIDDAY TRIPS

TABLE OF SHOES BY DC_S

SHOES DC_S

| FREQUENCY<br>COL PCT | NO SHOP | SHOP ELSEWHER | SHOP DC | ALL WORKERS |
|---|---|---|---|---|
| N_PURCH | 27576 | 6552 | 9079 | 43206 |
| | . | 97.73 | 95.18 | 98.35 |
| PURCH | 111 | 152 | 460 | 723 |
| | . | 2.27 | 4.82 | 1.65 |
| TOTAL | . | 6705 | 9539 | 43929 |

TABLE OF SHOES BY FIL_S

SHOES FIL_S

| FREQUENCY<br>COL PCT | NO SHOP DC | SHOP OTHER_DC | SHOP FILENES | TOTAL |
|---|---|---|---|---|
| N_PURCH | 34128 | 6152 | 2927 | 9079 |
| | . | 95.08 | 95.38 | |
| PURCH | 263 | 318 | 142 | 460 |
| | . | 4.92 | 4.62 | |
| TOTAL | . | 6471 | 3069 | 9539 |

CAMBRIDGE SYSTEMATICS, INC.

1978 EMPLOYEES -- MIDDAY TRIPS

TABLE OF JEWEL BY DC_S

JEWEL DC_S

| FREQUENCY<br>COL PCT | NO SHOP | SHOP ELSEWHER | SHOP DC | ALL WORKERS |
|---|---|---|---|---|
| N_PURCH | 27598<br>. | 6570<br>97.99 | 9150<br>95.93 | 43317<br>98.61 |
| PURCH | 89<br>. | 135<br>2.01 | 389<br>4.07 | 612<br>1.39 |
| TOTAL | . | 6705 | 9539 | 43929 |

TABLE OF JEWEL BY FIL_S

JEWEL FIL_S

| FREQUENCY<br>COL PCT | NO SHOP DC | SHOP OTHER_DC | SHOP FILENES | TOTAL |
|---|---|---|---|---|
| N_PURCH | 34167<br>. | 6182<br>95.53 | 2969<br>96.75 | 9151 |
| PURCH | 224<br>. | 289<br>4.47 | 100<br>3.25 | 389 |
| TOTAL | . | 6471 | 3069 | 9539 |

CAMBRIDGE SYSTEMATICS, INC.

1978 EMPLOYEES -- MIDDAY TRIPS

TABLE OF BOCKS BY DC_S

BOOKS DC_S

| FREQUENCY<br>COL PCT | NC SHOP | SHOP ELSEWHER | SHOP DC | ALL WORKERS |
|---|---|---|---|---|
| N_PURCH | 26654<br>. | 5634<br>84.03 | 7897<br>82.78 | 40183<br>91.47 |
| PURCH | 1033<br>. | 1071<br>15.97 | 1642<br>17.22 | 3746<br>8.53 |
| TOTAL | . | 6705 | 9539 | 43930 |

TABLE OF BOCKS BY FIL_S

BOOKS FIL_S

| FREQUENCY<br>COL PCT | NC SHOP DC | SHOP OTHER_DC | SHOP FILENES | TOTAL |
|---|---|---|---|---|
| N_PURCH | 32287<br>. | 5136<br>79.37 | 2761<br>89.99 | 7897 |
| PURCH | 2104<br>. | 1335<br>20.63 | 307<br>10.01 | 1642 |
| TOTAL | . | 6471 | 3069 | 9540 |

CAMBRIDGE SYSTEMATICS, INC.

1978 EMPLOYEES -- MIDDAY TRIPS

TABLE OF CLOTHES BY DC_S

CLOTHES DC_S

| FREQUENCY<br>COL PCT | NO SHOP | SHOP ELSEWHER | SHOP DC | ALL WORKERS |
|---|---|---|---|---|
| N_PURCH | 26772<br>. | 5036<br>75.12 | 6230<br>65.31 | 38037<br>86.59 |
| PURCH | 915<br>. | 1668<br>24.88 | 3310<br>34.69 | 5892<br>13.41 |
| TOTAL | . | 6705 | 9539 | 43930 |

TABLE OF CLOTHES BY FIL_S

CLOTHES FIL_S

| FREQUENCY<br>COL PCT | NO SHOP DC | SHOP OTHER_DC | SHOP FILENES | TOTAL |
|---|---|---|---|---|
| N_PURCH | 31808<br>. | 4656<br>71.95 | 1574<br>51.30 | 6230 |
| PURCH | 2583<br>. | 1815<br>28.05 | 1494<br>48.70 | 3310 |
| TOTAL | . | 6471 | 3069 | 9540 |

CAMBRIDGE SYSTEMATICS, INC.

1978 EMPLOYEES -- MIDDAY TRIPS

TABLE OF OTHER BY DC_S

OTHER DC_S

| FREQUENCY<br>COL PCT | NO SHOP | SHOP ELSEWHER | SHOP DC | ALL WORKERS |
|---|---|---|---|---|
| N_PURCH | 26594 | 5937 | 8944 | 41474 |
| | . | 88.56 | 93.76 | 94.41 |
| PURCH | 1093 | 767 | 595 | 2455 |
| | . | 11.44 | 6.24 | 5.59 |
| TOTAL | . | 6705 | 9539 | 43929 |

TABLE OF OTHER BY FIL_S

OTHER FIL_S

| FREQUENCY<br>COL PCT | NO SHOP DC | SHOP OTHER_DC | SHOP FILENES | TOTAL |
|---|---|---|---|---|
| N_PURCH | 32531 | 5949 | 2995 | 8944 |
| | . | 91.94 | 97.61 | |
| PURCH | 1860 | 522 | 73 | 595 |
| | . | 8.06 | 2.39 | |
| TOTAL | . | 6471 | 3069 | 9539 |

CAMBRIDGE SYSTEMATICS, INC.

1980 EMPLOYEES -- AFTER WORK TRIPS

TABLE OF CLOTHES BY ADC_S

CLOTHES ADC_S

| FREQUENCY<br>COL PCT | NO SHOP | SHOP ELSEWHER | SHOP DC | TOTAL |
|---|---|---|---|---|
| N_PURCH | 36791<br>. | 1654<br>90.13 | 292<br>83.09 | 1946 |
| PURCH | 4950<br>. | 181<br>9.87 | 59<br>16.91 | 241 |
| TOTAL | . | 1835 | 352 | 2187 |

TABLE OF CLOTHES BY AFIL_S

CLOTHES AFIL_S

| FREQUENCY<br>COL PCT | NO SHOP DC | SHOP OTHER_DC | SHOP FILENES | TOTAL |
|---|---|---|---|---|
| N_PURCH | 38445<br>. | 259<br>96.88 | 34<br>39.70 | 292 |
| PURCH | 5132<br>. | 8<br>3.12 | 51<br>60.30 | 59 |
| TOTAL | . | 267 | 85 | 352 |

CAMBRIDGE SYSTEMATICS, INC.

1980 EMPLOYEES -- AFTER WORK TRIPS

TABLE OF FOOD BY ADC_S

FOOD ADC_S

| FREQUENCY<br>COL PCT | NO SHOP | SHOP ELSEWHER | SHOP DC | TOTAL |
|---|---|---|---|---|
| N_PURCH | 22585<br>. | 886<br>48.26 | 254<br>72.17 | 1139 |
| PURCH | 19156<br>. | 949<br>51.74 | 98<br>27.83 | 1047 |
| TOTAL | . | 1835 | 352 | 2187 |

TABLE OF FOOD BY AFIL_S

FOOD AFIL_S

| FREQUENCY<br>COL PCT | NO SHOP DC | SHOP OTHER_DC | SHOP FILENES | TOTAL |
|---|---|---|---|---|
| N_PURCH | 23471<br>. | 187<br>69.92 | 67<br>79.27 | 254 |
| PURCH | 20105<br>. | 80<br>30.08 | 18<br>20.73 | 98 |
| TOTAL | . | 267 | 85 | 352 |

CAMBRIDGE SYSTEMATICS, INC.

1980 EMPLOYEES - AFTER WORK TRIPS

TABLE OF BOOKS BY ADC_S

BOOKS ADC_S

| FREQUENCY<br>COL PCT | NO SHOP | SHOP ELSEWHER | SHOP DC | TOTAL |
|---|---|---|---|---|
| N_PURCH | 39049<br>. | 1716<br>93.53 | 315<br>89.43 | 2031 |
| PURCH | 2692<br>. | 119<br>6.47 | 37<br>10.57 | 156 |
| TOTAL | . | 1835 | 352 | 2187 |

TABLE OF BOOKS BY AFIL_S

BOOKS AFIL_S

| FREQUENCY<br>COL PCT | NO SHOP DC | SHOP OTHER_DC | SHOP FILENES | TOTAL |
|---|---|---|---|---|
| N_PURCH | 40765<br>. | 230<br>86.07 | 85<br>100.00 | 315 |
| PURCH | 2811<br>. | 37<br>13.93 | 0<br>0.00 | 37 |
| TOTAL | . | 267 | 85 | 352 |

CAMBRIDGE SYSTEMATICS, INC.

1980 EMPLOYEES -- AFTER WORK TRIPS

TABLE OF JEWEL BY ADC_S

JEWEL ADC_S

| FREQUENCY<br>COL PCT | NO SHOP | SHOP ELSEWHER | SHOP DC | TOTAL |
|---|---|---|---|---|
| N_PURCH | 41130<br>. | 1816<br>98.98 | 352<br>100.00 | 2168 |
| PURCH | 611<br>. | 19<br>1.02 | 0<br>0.00 | 19 |
| TOTAL | . | 1835 | 352 | 2187 |

TABLE OF JEWEL BY AFIL_S

JEWEL AFIL_S

| FREQUENCY<br>COL PCT | NO SHOP DC | SHOP OTHER_DC | SHOP FILENES | TOTAL |
|---|---|---|---|---|
| N_PURCH | 42946<br>. | 267<br>100.00 | 85<br>100.00 | 352 |
| PURCH | 630<br>. | 0<br>. | 0<br>. | 0 |
| TOTAL | . | 267 | 85 | 352 |

CAMBRIDGE SYSTEMATICS, INC.

1980 EMPLOYEES -- AFTER WORK TRIPS

TABLE OF SHOES BY ADC_S

SHOES ADC_S

| FREQUENCY<br>COL PCT | NO SHOP | SHOP ELSEWHER | SHOP DC | TOTAL |
|---|---|---|---|---|
| N_PURCH | 41130<br>. | 1820<br>99.21 | 352<br>100.00 | 2172 |
| PURCH | 611<br>. | 14<br>0.79 | 0<br>0.00 | 14 |
| TOTAL | . | 1835 | 352 | 2187 |

TABLE OF SHOES BY AFIL_S

SHOES AFIL_S

| FREQUENCY<br>COL PCT | NO SHOP DC | SHOP OTHER_DC | SHOP FILENES | TOTAL |
|---|---|---|---|---|
| N_PURCH | 42951<br>. | 267<br>100.00 | 85<br>100.00 | 352 |
| PURCH | 625<br>. | 0<br>. | 0<br>. | 0 |
| TOTAL | . | 267 | 85 | 352 |

CAMBRIDGE SYSTEMATICS, INC.

1980 EMPLOYEES -- AFTER WORK TRIPS

TABLE OF HOUSEWR BY ADC_S

HOUSEWR ADC_S

| FREQUENCY<br>COL PCT | NO SHOP | SHOP ELSEWHER | SHOP DC | TOTAL |
|---|---|---|---|---|
| N_PURCH | 40398<br>. | 1794<br>97.75 | 333<br>94.75 | 2127 |
| PURCH | 1343<br>. | 41<br>2.25 | 18<br>5.25 | 60 |
| TOTAL | . | 1835 | 352 | 2187 |

TABLE OF HOUSEWR BY AFIL_S

HOUSEWR AFIL_S

| FREQUENCY<br>COL PCT | NO SHOP DC | SHOP OTHER_DC | SHOP FILENES | TOTAL |
|---|---|---|---|---|
| N_PURCH | 42191<br>. | 248<br>93.08 | 85<br>100.00 | 333 |
| PURCH | 1385<br>. | 18<br>6.92 | 0<br>0.00 | 18 |
| TOTAL | . | 267 | 85 | 352 |

AMBRIDGE SYSTEMATICS, INC.

980 EMPLOYEES -- AFTER WORK TRIPS

ABLE OF DRUGS BY ADC_S

RUGS ADC_S

| FREQUENCY<br>COL PCT | NO SHOP | SHOP ELSEWHER | SHOP DC | TOTAL |
|---|---|---|---|---|
| _PURCH | 39001<br>. | 1742<br>94.95 | 341<br>97.05 | 2084 |
| IRCH | 2741<br>. | 93<br>5.05 | 10<br>2.95 | 103 |
| OTAL | . | 1835 | 352 | 2187 |

ABLE OF DRUGS BY AFIL_S

RUGS AFIL_S

| FREQUENCY<br>COL PCT | NO SHOP DC | SHOP OTHER_DC | SHOP FILENES | TOTAL |
|---|---|---|---|---|
| N_PURCH | 40743<br>. | 257<br>96.12 | 85<br>100.00 | 341 |
| PURCH | 2834<br>. | 10<br>3.88 | 0<br>0.00 | 10 |
| TOTAL | . | 267 | 85 | 352 |

AMBRIDGE SYSTEMATICS, INC.

980 EMPLOYEES -- AFTER WORK TRIPS

BLE OF T_VAL BY ADC_S

VAL ADC_S

| EQUENCY<br>COL PCT | NO SHOP | SHOP ELSEWHER | SHOP DC | TOTAL |
|---|---|---|---|---|
| 0 PURCHASE | 16908<br>. | 753<br>. | 175<br>. | . |
| ESS THAN $25 | 21486<br>. | 933<br>86.27 | 154<br>87.41 | 1088 |
| 25.01 TO $50 | 2053<br>. | 52<br>4.83 | 13<br>7.36 | 65 |
| 50.01 TO $100 | 913<br>. | 53<br>4.90 | 9<br>5.23 | 62 |
| VER $100.01 | 382<br>. | 43<br>4.00 | 0<br>0.00 | 43 |
| OTAL | . | 1082 | 177 | 1259 |

ABLE OF T_VAL BY AFIL_S

VAL AFIL_S

| REQUENCY<br>COL PCT | NO SHOP DC | SHOP OTHER_DC | SHOP FILENES | TOTAL |
|---|---|---|---|---|
| 0 PURCHASE | 17661<br>. | 159<br>. | 16<br>. | . |
| ESS THAN $25 | 22420<br>. | 86<br>79.40 | 69<br>100.00 | 154 |
| 25.01 TO $50 | 2105<br>. | 13<br>12.05 | 0<br>0.00 | 13 |
| 50.01 TO $100 | 966<br>. | 9<br>8.55 | 0<br>0.00 | 9 |
| VER $100.01 | 426<br>. | 0<br>. | 0<br>. | 0 |
| OTAL | . | 108 | 69 | 177 |

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